



## **MEDIA RELEASE**

Wednesday 31 January 2007

### **CALOUNDRA CONTINUES THE TRI TRADITION**

The Sunshine Coast is set to host another iconic triathlon event on Sunday, 11 February 2007. Once again Titanium Enterprises has seen the fantastic value in being associated with such a vibrant and exciting event signing on as the naming rights sponsor for a third year.

The Sunshine Coast is home to two of Australia's leading triathlon events – Noosa and Mooloolaba and in keeping with this tradition Caloundra now forms a unique 'trio of tri's' to cement it's place as the leading triathlon destination.

The Titanium Enterprises Caloundra Triathlon is the fifth round of the Gatorade Queensland Tri Series, featuring six races across South East Queensland. The Gatorade Queensland Tri Series is the state's premier triathlon series and recognised nationally in terms of standard and competitor volume.

After a successful return to the program in 2004 following it's exclusion for several years due to lack of sponsorship the 2004 Titanium Enterprises Caloundra Triathlon recorded the highest competitor numbers of the six events.

Project Manager for the Gatorade Queensland Tri Series Emily Davies said event numbers have exceeded our expectations.

"We are anticipating event numbers to reach 1400 this year and have some exciting opportunities for the local business community encouraging their involvement," said Ms Davies.

USM Events have launch a "Down Your Tools" campaign to the Caloundra based businesses and for everyone that enters the triathlon they will receive a free entry into the Gatorade Tri Clinics held on the Saturday 10 February.

The clinics are designed to give newcomers are the key to getting competitive advantage with all the basics covered along with a course preview, tips and nutritional advise from professional coaches.

There is even a Workplace Teams category to choose from and we'll come out to your work place to talk about the triathlon.

Titanium Enterprises Chief Executive Officer Jacqueline Connolly said the company was delighted to have secured the ongoing naming rights for the event.

"Titanium Enterprises is committed to Caloundra and the Sunshine Coast and we want this sponsorship to help promote healthy lifestyles and outdoor activity, as well as help to bring visitors to Caloundra to experience our wonderful lifestyle.

“Our company’s vision is to create healthy communities through innovation and leadership in environmentally responsible property development, sports management, and health management.

“The Titanium Enterprises Caloundra Triathlon will help us to achieve that goal.”

Managing Director of USM Events, Garth Prowd, is pleased to again have Titanium Enterprises on board.

“The partnership with Titanium Enterprises is great news for the Gatorade Series and for Caloundra. The cost of producing triathlon events with road closures and insurance issues makes it impossible to conduct the events relying on entry fees alone, so sponsorship is vitally important to us and we are still looking for further local support.”

“We look forward to once again working with Titanium Enterprises and developing the triathlon into a great sporting weekend and hope that eventually it may mirror the success of Australia’s two biggest triathlon festivals at Noosa and Mooloolaba,” said Prowd.

The series offers competitors of all ages and ability the chance to compete and experience the thrill of triathlon while also providing a platform for those athletes looking to step up into the elite ranks.

Caloundra provides a unique course and ideal location in terms of safety for competitors with minimal disruption to residents.

There are three different distances to choose from all aimed at participation. With such an inviting program the event is well placed to promote the sport to all segments of the triathlon and general sporting community.

**Distances:**

QTS Triathlon	400m swim / 15km cycle / 4km run
LOOK Enticer	200m swim / 5km cycle / 2km run
Kool Kids	100m swim / 2km cycle / 400m run

The **LOOK Enticer Triathlon** is the ideal distance for the novice to compete individually, be part of a team or just a fun way to spend a Sunday.

The program caters for the kids - **Kool Kids Triathlon**, with achievable short distances that any child could manage making it a fun experience.

**Saturday Schedule**

2:00pm	Gatorade Tri Clinics commence
2:15pm	Registration and Late Entries open
3:30pm	Gatorade Clinics finish
5:30pm	Registration and Late Entries close

**Sunday Schedule**

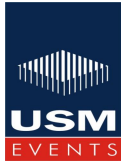
5:15am	Registration/Transition opens (cycle check in, numbering)
6:30am	Registration Closes
6:45am	Kool Kids Start
6:55am	LOOK Enticer Start
7:05am	QTS Triathlon Start

**Upcoming races in the series**

Race 5 11 February - Caloundra

Race 6 22 April - Raby Bay

Get into the fun of it this summer. Entries and detailed information available at [www.usmevents.com.au](http://www.usmevents.com.au) or for other enquiries phone (07) 5449 0711.



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