



# DEXTRO ENERGY TRIATHLON ITU WORLD CHAMPIONSHIP SERIES



**"This is a great step forward and exciting for triathlon to be moving in this direction." - Emma Snowsill, 2008 Olympic Games Gold Medallist**

The International Triathlon Union (ITU) and its commercial partners SPORTFIVE and UPSOLUT, companies of the Lagardère Group, announced details regarding its new major series. Dextro Energy will be the title sponsor for the series, now known as the Dextro Energy Triathlon – ITU World Championship Series.

The new format will consist of seven World Championship events plus a Grand Final every year, extending the current single World Championships event into a series.

This series represents an innovative change by creating seven first-class World Championship events and a Grand Final where the world's best triathletes are competing head-to-head, featuring live television. A record \$2-million (all funds USD) will be at stake in the battle to become ITU's 2009 world champion.

2008 Beijing Olympic Games - Triathlon Women



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### Major features of the new series:

- The world's best athletes will now consistently race head-to-head
- World class venues in internationally renowned cities
- Guaranteed live international high-definition television
- Increased prize money and bonus pool
- Mass participation opportunities for thousands of age-group athletes



### 2009 Format

For the inaugural year, the series will consist of seven World Championship events, beginning in May. The series will also include a Grand Final which will be staged in Gold Coast, Australia starting on September 9.

The 2009 Dextro Energy Triathlon – ITU World Championship Series will kick off in Singapore on May 9-10. It will make stops in some spectacular locations such as Washington, DC (USA), Madrid (ESP), Kitzbühel (AUT), Hamburg (GER), and Yokohama (JPN). In August athletes will get their first look at the 2012 Olympic venue as the series travels to London (GBR). The series wraps up with the Grand Final in Gold Coast, Australia on September 9-13.

The year-end bonus pool will be almost triple from previous years, with \$700,000 being presented at the end of the series. Each World Championship event will feature a \$150,000 prize purse with the Grand final offering \$250,000

### 2010 and Beyond

The series will consist of a maximum of eight events in total with events to take place on a monthly basis from March until September, except in summer Olympic years when the Grand Final will be moved to October or November.

The format provides the athletes, coaches, National Federations, sponsors and TV broadcasters with a well planned stable schedule of high quality events

## Grand Final

The locations for the next three years has already been determined as the cities were awarded the ITU Triathlon World Championships when it was only a single-day event:

2009 – Gold Coast, Australia

2010 – Budapest, Hungary

2011 – Beijing, China

Each World Championship event leading up to the Grand Final will seek to integrate a mass participation and youth element alongside the elite races. The ITU Age-Group, AWAD and Sprint World Championships will be staged at the annual Grand Final event along with Under 23 and Junior competitions.

What the athletes are saying ;

**“This is exactly what the athletes have wanted. This is exactly what our sponsors have wanted. It is the only way to go.” – Kate Allen, 2004 Olympic Gold Medallist**

**“This is fantastic for triathlon. It is similar to F1 racing where the top athletes are battling head-to-head. Using the Hamburg [World Cup] model is ideal as having 100,000 spectators and TV makes it easier for us to market ourselves and as it snowballs the top athletes will want to come.” - Jan Frodeno, 2008 Olympic Gold Medallist**

**“For us the athletes, this is phenomenal. It is a pretty amazing thing. The benefit of live TV is it creates a season. People will know when to watch and when to tune into triathlon. It is moving in the direction that everyone wants to see it.” – Emma Snowsill, 2008 Olympic Gold Medallist & 3-time ITU Triathlon World Champion**



## ITU and its Partners in the World Championship Series.

“The new series is a significant step forward in the history of the sport,” said ITU Secretary General Loreen Barnett. “Given this is the first year of the series and with the current global economic crisis, this is a very successful outcome. We’re proud to take this series to great cities that have shown tremendous support.”

Lagardère Sports will work with ITU on multiple levels. “This new world series which we have founded jointly with ITU is a natural consequence of our corporate ambition to join the profound expertise of professional sports marketing and sports event organisation under one roof,” explains Olivier Guiguet, CEO of Lagardère Sports. “Our two companies SPORTFIVE and UPSOLUT provide the means and instruments to deliver a successful world series for our partner ITU.”

SPORTFIVE will be directly responsible for the sale of global sponsorship rights for the series, as well as centrally managing TV production and distribution. UPSOLUT, the Lagardère-owned agency behind events such as the highly successful 2007 Hamburg BG Triathlon World Championships in Germany and cycling’s Tour of Germany will help coordinate and organise the events applying the standards achieved in Hamburg as a global model.

London Mayor Boris Johnson says, “bringing the Dextro Energy Triathlon – ITU World Championship Series to London in 2009 is an excellent idea and an opportunity to establish Hyde Park as one of our key Olympic venues. As London builds towards 2012, the World Championship Series will showcase electrifying sporting action against an unrivalled central London backdrop. Londoners and visitors alike will see some of the world’s best athletes compete in the heart of London – but they will also be able to have a go themselves at the same venue.”

The Mayor of Washington D.C., Adrian Fenty adds that “Washington, DC extends a warm welcome to the International Triathlon Union in support of its World Championship Series. The District of Columbia is proud to join the partner world class cities and to showcase its ability to produce an Olympic calibre event.”