



MEDIA RELEASE

For Immediate Release

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The Ultimate 'race-cation' in the Whitsundays – the Airlie Beach Triathlon

The biggest challenge of the 2017 COLORBOND® Airlie Beach Triathlon is finding a reason not to participate!

Now in its 19th year, the event – which is due to take place on Sunday, September 3 - continues to evolve and has become an 'event weekend' in the Whitsundays, with a racing experience for all the family.

This year, for the first time, there will be a Community Carnival kicking off proceedings with free jumping castle, face painting, live music, fireworks and an array of food stalls.

"The Airlie Beach Triathlon really does have it all," Race Director Stephen Jackson said.

"It's in the beautiful Whitsundays and the swim is one of the most picturesque swims in the country, set in a sheltered bay just off Airlie Beach. The bike course, while testing, rewards participants with magnificent views at the top of the climbs, and the run course winds its way along the Bicentennial Boardwalk, beside the Coral Sea.

"Add to that the diverse range of accommodation on offer, the quality food options and an assortment of pre and post-race fun and it is the ultimate 'race-cation'."

On Saturday (September 2) the Ergon Energy Kidzpower Triathlon takes place, where it's mate against mate, school against school; and on Sunday, the Sprint Triathlon is the headline act with past winners a 'who's who' of Aussie triathlon including Sam Betten, Courtney Atkinson, Nicole Hackett, Miles Stewart and Rebekah Keat.

The Sprint Triathlon includes a 750m swim, 20km cycle and 5km run, and is open to individuals aged 14 years and over, as well as teams of two or three people (aged 13 years and over).

The Enticer Triathlon offers a 350m swim, 10km cycle and 2.5km run and is open to individuals aged 12 years and over, or school teams of two or three people (10 years and over).

Tourism Whitsundays' Sales & Marketing Manager Tash Wheeler said with cheap flights into the region from Cairns, Brisbane, Sydney and Melbourne, and free hotel transfers for competitors, there was every reason to participate in some 'fun in the sun' in the Whitsundays.

“What a great excuse to visit the wonderful Whitsundays with the family and get some winter sunshine at the same time,” she said.

“The town really does come alive with a fantastic atmosphere and many participants add on a few days to do some trips and tours while they are here to make the most of their visit.”

For more information including timings and registration details visit <http://www.whitsundaytriclub.com/airlie-beach-triathlon>

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