



**ITU
WORLD TRIATHLON
GRAND FINAL
EDMONTON**

EVERYTHING YOU NEED TO KNOW



ROAD MAP
TO 2020
MEDIA GUIDE

DO NORTH 
EDMONTON 17-23, AUGUST 2020

ADDRESS TO MEDIA

Welcoming all Media to the 2020 ITU World Triathlon Grand Final Edmonton

As we officially kick-off the 2020 ITU World Triathlon Grand Final, we are eager to work with you to help build excitement over these next seven months as we get ready to host the World at the pinnacle international triathlon championship – the 2020 Grand Final. This summer, August 17- 23, Edmonton will be hosting the best elite triathletes from around the globe. This will mark the third time Edmonton has hosted these prestigious World Championships – an honour only one other city in the world has experienced.

What makes these World Triathlon Championships different from other triathlon competitions? The size, the scale and what's at stake! In addition to hosting the best triathletes in the world, Edmonton will welcome over 3,500 age group or "master" athletes who have qualified to compete in these Championships. There are few sports where both elite athletes and amateur age group athletes can compete together over the same weekend. Further, our team has created amazing community races and events to engage all skill levels and ages. From our kid's Splash and Dash to our TriathlonTogether event, Edmontonians and the like can participate without the pressure and special equipment. All of this will complement the elite races where the best triathletes from around the globe will be coming straight off their Olympic competition in Tokyo to Edmonton, vying for the title of World Triathlon Championship – a title only the Grand Final can crown.

Join us in helping showcase the best of Edmonton and region to the world – an opportunity to enhance our reputation as a world-class host city and an exceptional place to live, work and play. Our team at World Triathlon Edmonton is here to help make it easy for you to get engaged and informed. We want you, our important story tellers to also have a world class experience and look forward to working together with you in the lead up, and during our 2020 ITU World Triathlon Grand Final. If you need anything please do not hesitate to ask.



Stephen Bourdeau
General Manager

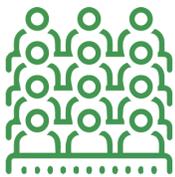
OBJECTIVES



\$44.5 Million in Economic Impact



Attracts over 6,000 visitors



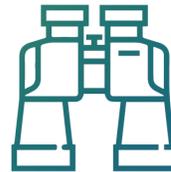
200 Million viewers globally



Over 70 countries represented



Broadcast in over 160 countries



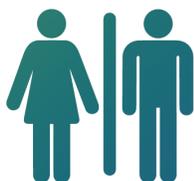
150,000 spectators over 5 days



Triathlon for everyone 14 - 90 years old



21% annual growth in participation



Gender Equity



Fastest growing Olympic sport

UPCOMING & NOTEWORTHY



2020 ITU World Triathlon Grand Final Launch

On January 27th, our 2020 World Triathlon Edmonton team will raise the flag at Edmonton's City Hall to introduce the 2020 ITU World Triathlon Grand Final to this great city. These World Championships will welcome 3,500 athletes from around the world, many of whom will be appearing after Olympic performances. Join us and witness world class triathletes competing in the heart of Edmonton's river valley. This is an exciting and internationally televised event for all to see.

TriSchool Day returns for second year

World Triathlon Series Edmonton (WTS Edmonton) has made it their mission to grow the sport of triathlon in the city of Edmonton. With a goal of 10,000 youth participating in a triathlon by the 2020 Grand Final, WTS Edmonton has been hosting mini triathlons in schools around the city providing youth an opportunity to participate in the sport. As of January 2020, 7,000 youth have experienced their first triathlon through WTS Edmonton during the school year. On June 27, WTS Edmonton will be hosting their TriSchool Day - youth from around the city who have participated in the Tri-School Program will be able to take part in a real triathlon at Peter Hemmingway Facility. Please come see us 9am when the event is underway.



TriathlonTogether returns to Edmonton

In 2018, former Canadian Olympic athlete Simon Whitfield had a vision to make the sport of triathlon more inclusive. TriathlonTogether has no timing or regulations, no special equipment and allows participants to enjoy their time on the course with friends and family. In 2019, WTS Edmonton hosted their first TriathlonTogether which was a great success. TriathlonTogether will be held once again during the 2020 Grand Final week. Please reach out to media@edmontontriathlon.org to schedule an interview with Simon.

UPCOMING & NOTEWORTHY



Kids of Steel at Kinsmen Sport Centre

Back by popular demand is our annual Kids of Steel Triathlon (KOS). This race is an important piece to the World Triathlon Series line-up - giving youth the opportunity to compete in a triathlon. For the 2020 race, the KOS will be moved to the Kinsmen Sport Centre to allow for more youth to participate. This course will feature swimming in the centre's pool while cycling and running in our beautiful river valley. This race is for youth aged 3-15 years and will take place on June 20th 2020 starting at 9 am.

Science and Triathlon Conference

The Science and Triathlon conference will be a 1-day conference focused on coaching education. In partnership with Triathlon Canada, the conference will build on the themes from the 2017 Science and Triathlon Conference, and the 2019 WTS Sport Science Summit. In 2017, the conference focused on "Futureproofing Triathlon". The 2020 conference aims to revisit these themes and will have a specific focus on "Futureproofing triathlon in the next Olympic cycle". Particularly, the goal is to identify and discuss the key areas and challenges that the sport will face in the four years leading up to the 2024 Olympic Summer Games.



Stay Tuned...

1. Local Edmonton artist design clothing collection for the 2020 Grand Final available for athletes from around the world to enjoy
2. Canadians Olympic athletes to watch at the 2020 Grand Final
3. Our charity partner for the 2020 Grand Final

COMMUNITY RACES

SPLASH & DASH

Designed for young triathletes in mind; and similar to our annual Kids of Steel Race, youth ages 3-15 can participate in a triathlon hosted in Hawrelak Park- a quick swim in the lake and a dash across the finish line gantry.

OPEN WATER SWIM

Returning for the second year by popular demand, WTS Edmonton will host an open water swim race in Hawrelak Park with either a 750m or 2,250m course. This event is popular as Hawrelak Lake only has swimmable access during WTS Edmonton events.

TRIATHLONTOGETHER

TriathlonTogether officially started in 2018 as a vision of former Olympic Triathlete Simon Whitfield, a vision to make the sport of triathlon more accessible to everyone. This race allow participants to complete a triathlon without rules or timing with their friends and family by their sides.



OPEN RACE

An opportunity to compete on the same race course as the elites. This race will feature a 750m swim, 20km bike and 5km run through Edmonton's river valley. No qualification needed, therefore, anyone can register to compete.

COMMUNITY EVENTS

LIVE ACTIVE EXPO

Complimentary to the traditional sport expo in Hawrelak Park, there will be numerous activities organized where visitors, athletes and Edmontonians will have a chance to try fitness and active living activities and experiences. We have engaged fitness and active living experts from around the city to curate this active living expo.

QUALIFIED RACES & EVENTS

ELITE WOMEN

The Elite Women's race on Saturday August 22, 2020 will showcase athletes from around the world competing for the title of World Triathlon Champion. These athletes will compete on a standard distance course featuring a 1,500m swim, 40km bike and 10km run through the heart of Edmonton's river valley.

ELITE MEN

The Elite Mens race on Sunday August 23, 2020 will showcase athletes from around the world competing for the title of World Triathlon Champion. These athletes will compete on a standard distance course featuring a 1,500m swim, 40km bike and 10km run through the heart of Edmontons river valley.

U23 MEN / WOMEN

The world's top U23 athletes (18-23 years of age) will be challenging a standard distance course on Thursday, August 20th. Come cheer on athletes at 12:30pm for the U23 Women's race and 3:30pm for the U23 Men's race.

JUNIOR MEN / WOMEN

On Thursday, August 20th, come down and watch the world's top juniors (aged 16-19) compete on an exciting sprint distance course. Junior Women compete at 8:30am, followed by Junior Men at 10:30am.

PARADE OF NATIONS & OPENING CEREMONY

The Parade of Nations will be a celebration of the competing athletes from around the world where they will be encouraged to showcase their country and team pride. The parade will lead athletes into the Opening Ceremony, which is the official kick off to the ITU World Triathlon Grand Final.

CLOSING CEREMONY

The Closing Ceremony takes place on the final day of competition. The Age Group Standard medal ceremony will take place that evening, as well as passing the flag to the next ITU Grand Final city.



MILESTONES

JANUARY

Registration Opens

All community races open to the public. There's a race for all skill levels and ages.

JANUARY

Official Launch & Flag Raising

Kick off to the 2020 ITU World Triathlon Grand Final (World Championships).

MARCH

RAD Originals x WTS Edmonton Merchandise

WTS Edmonton is proud to launch a clothing collection in collaboration with a local artist - RAD Originals.

APRIL

Street Team Kick-Off

Find our 2020 Grand Final Street Team activating at festivals, events and neighbourhoods around the city.

JUNE

Kids of Steel

WTS Edmonton hosts their annual Kids of Steel race at Kinsmen Sport Centre.

JUNE

Tri-School Day

A 2020 Grand Final legacy.

JULY

2020 Grand Final takes over the city

Look for our 2020 Grand Final pageantry across the city.

AUGUST

Corporate Ride

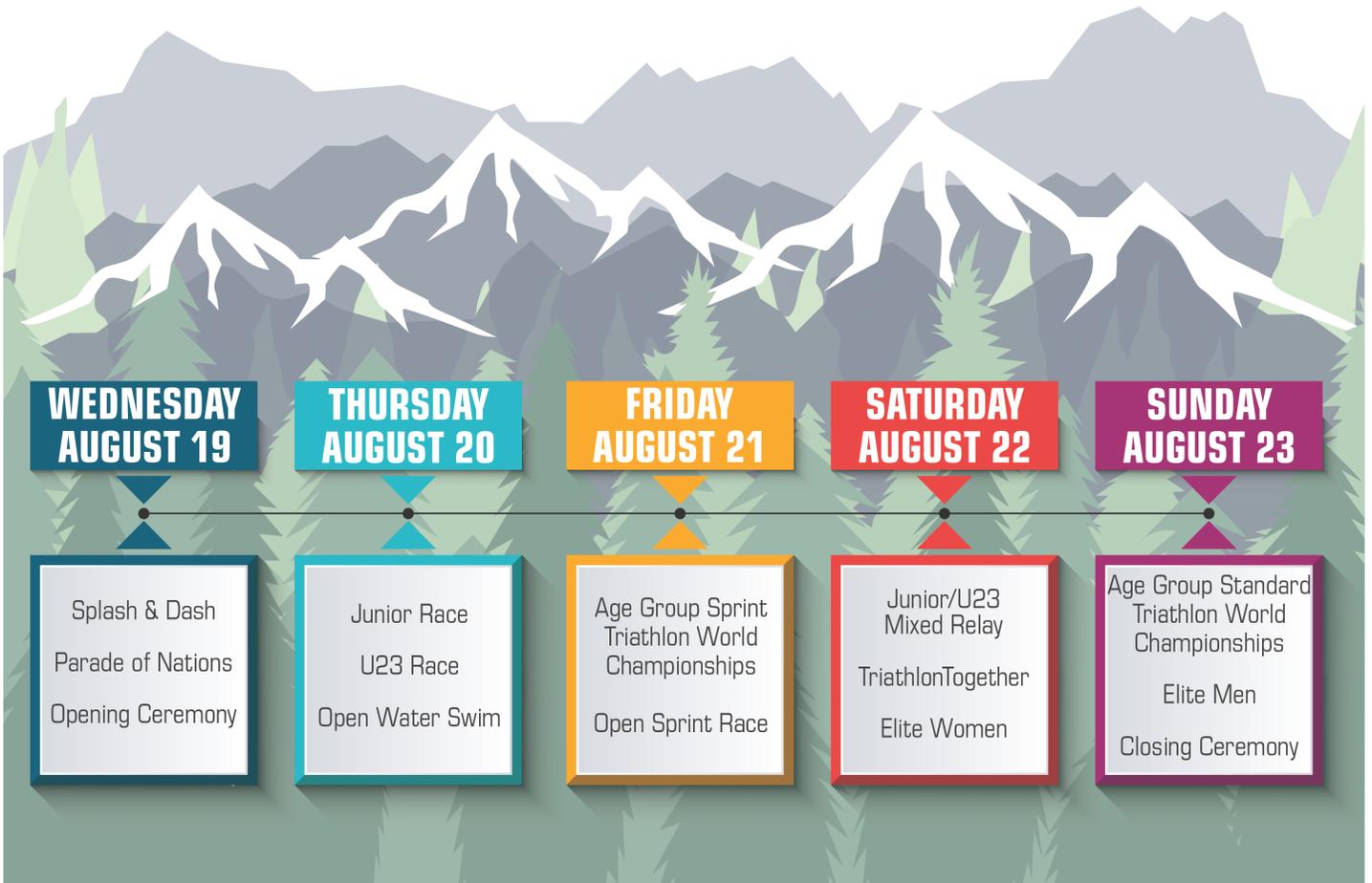
Hosted by Olympian Paula Findlay, corporate partners will get to ride along side Elite athletes.

AUGUST

Elite Start Lists

August 17-23, Elite athletes from around the world will compete in Edmonton for the 2020 Grand Final. Start Lists will be available on our website.

EDMONTON 2020 SCHEDULE



FREQUENTLY ASKED QUESTIONS

How do I get an accredited media pass for the 2020 World Triathlon Championships?

To obtain a media pass please email media@edmontontriathlon.org with name, organization and races you would like to attend.

Can my organization film footage during the Elite Men & Women races?

No, Elite Men and Women Races can not be filmed by anyone, however, race footage will be provided by ITU at the on-site Media Centre.

Will there be a Media Centre on site during all WTS Edmonton races?

The Media Centre will be open on site in Hawrelak Park during the Elite Men & Women as well as Junior U23 races.

What will be provided in the WTS Edmonton Media Centre?

The on-site Media Centre will have wi-fi, live footage of the races, printers, food and beverages. We will also offer a team of guides to tour media to pre-arranged photo positions on the course.

Will a photo stand be provided at finish area for photographers?

A photo stand will be provided at the finish area for photographers as well as space for mixed zone post race interviews.



MEDIA RESOURCES

International Triathlon Union Media Centre

ITU's Online Media Centre has been produced to provide a portal for media to quickly gather all relevant information about ITU, its events and athletes. Media Centre services include: • Latest ITU news and press releases • Up-to-date results, rankings and race statistics • Comprehensive athlete profile database • Rights-free high-resolution photos from all major events • Full audio from athlete interviews • Access to broadcast quality race video highlights.

<https://media.triathlon.org>

International Triathlon Union Series Media Guide

To review the Series Media Guide provided by International Triathlon Union please visit the following link to download.

https://media.triathlon.org/media_guide

International Triathlon Union Series Rankings

Up to date official International Triathlon Series Rankings available at the following link.

<https://triathlon.org/rankings>

World Triathlon Series Edmonton

For course maps, event information, press passes and more please visit

<https://edmonton.triathlon.org/>

MEDIA CONTACTS

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