



PRESS RELEASE
For immediate release

OFFICIAL LAUNCH OF THE THIRD EDITION OF THE MONTREAL INTERNATIONAL TRIATHLON

Triathlon enthusiasts will be present in the Old Port of Montreal for August 25th and 26th

Montreal, April 24th, 2018 – On the occasion of ITU World Triathlon Series Montreal’s launch, presented by Sportium, Patrice Brunet, president and chief executive officer, as well as Alexis Lepage, Canadian vice-champion, are officially declaring this 3rd Montreal edition open.

ITU Montreal, which will be taking place August 25th and 26th in the Old Port, is part of the most prestigious world triathlon circuit. Other exciting world destinations such as Hamburg (GER), Yokohama (JPN) and Nottingham (GB) will also welcome stages of the World Triathlon this season.

A key destination for the Elites...and their successors.

Montreal sets itself worlds apart from the other great cities by offering a unique, urban race course in the heart of the city. The swimming will take place in the Jacques-Cartier basin in the Old Port, and both the cycling and running events of the race will unfurl in the historical streets of Old Montreal. An agreement has also just been finalized with Radio-Canada Sports to air the complete season, including the Montreal race, on their numerical broadcasting platform. Tens of thousands of Canadian spectators will have access to view this new product.

“The technical aspects of this urban circuit, notably its turns and quick turnarounds, make Montreal one of the most dynamic and strategic stages of the circuit. In fact, this stage is greatly appreciated by international athletes! After having participated in competitions all around the globe, the idea of coming home to compete in front of my family and friends fires me up”, says Alexis Lepage, Canadian vice-champion, who plans on taking part in the Montreal competition for a 3rd consecutive year.

The Montreal International Triathlon will also host the 2018 Montreal CAMTRI (Confederation of American Triathlon) Sprint Triathlon American Cup for the first time this year, where more than 150 U23 athletes – like Quebecers Élisabeth Boutin (Montreal) and Xavier Grenier-Talavéra (Vaudreuil-Dorion) – will participate in the sprint distance event. Not only does the American Cup add a professional caliber aspect to the elite races, it also helps Canadian athletes gain maximum exposure on home turf.

A competition adapted to all ages and levels

The Montreal International Triathlon also presents races open to the general public. Thanks to multiple categories and different race distances, more than a thousand amateur athletes of all ages and levels have the opportunity to sign up for one of the multiple distances offered, such as the sprint triathlon, which is a very accessible distance, even as a first experience with the sport.

“Amateur participants have the opportunity to participate in an internationally renowned triathlon and have access to the same race course as the Elites! Being in close proximity with the best athletes in the world is a good incentive for local athletes to sign up. In fact, registration for the standard distance is already almost full”, adds Patrice Brunet, president and chief executive officer.

Getting employees moving with the BDC Challenge

The BDC Challenge, the corporate event of the Montreal International Triathlon, is back for a second year, inciting employees in a corporate setting to come together as a team and challenge themselves. Groups may participate in one of two ways, either in a *relay* or *together* where all team members complete the swim, bike, and run portions together, reinforcing team building and making sure that no one is left behind!

A part of the proceeds of the BDC Challenge will be given to Prince’s Operation Entrepreneur, whose goal is to help members of the Canadian Armed Forces transitioning from military to civilian life to perfect their entrepreneurial competencies and knowledge in business.

“Once again, this year, BDC is joining forces with the Montreal International Triathlon to present the BDC Challenge. Athletes, like entrepreneurs, are known for their ambition and will to surpass themselves. This initiative is a natural fit for BDC; it’s another way for us to be able to support entrepreneurs on their paths to self-realization” says Annie Marsolais, vice-president, Marketing and Communications, at BDC.

The Montreal International Triathlon standing amongst the giants of sport

Thanks to events like The Montreal International Triathlon, the city continues to build its power of attraction and notoriety as a prime host of world sporting events.

"It is an honour to welcome the best triathlon athletes in Montreal for the ITU World Triathlon Series. They are true models for us all. This landmark event offers an important amateur component in addition to the international competitive component. Sport events taking place in our city have important sport economic, social and healthy lifestyles impacts. The city of Montreal is proud to support the 3rd edition of this signature event for our metropolis", said Valérie Plante, Mayor of Montréal.

According to the Canadian Sport Tourism Alliance, the economic impact of the event in 2017 was \$13.6M.

About the Montreal International Triathlon

The mission of the Montréal International Triathlon is to develop a rich triathlon legacy in Eastern Canada by hosting an annual international sports event over the next several years, thereby promoting a healthy and active lifestyle to current and upcoming triathletes, making the sport more accessible to all and showcasing the world’s top triathletes.

Please note that Patrice Brunet, president and chief executive officer of the Montreal International Triathlon is available for interviews.

Site web : montreal.competitions.com

Facebook : [Triathlon International de Montréal](https://www.facebook.com/TriathlonInternationaldeMontreal)

Twitter : [@TriathlonMTL](https://twitter.com/TriathlonMTL)

Instagram : [@triathlonmtl](https://www.instagram.com/triathlonmtl)

YouTube : [Triathlon International de Montréal](https://www.youtube.com/TriathlonInternationaldeMontreal)

For any other questions, please direct your inquiries to:

Camille Asselin
camille@malallier.com
C : (450) 602-4002
B : (514) 507-6299

Laurence Vallerand
laurence@malallier.com
C : (514) 966-2972
B : (514) 507-6299

Marie-Anik L'Allier
ma@malallier.com
C : (514) 983-8236
B : (514) 507-6299