



PRESS RELEASE

*For immediate release*

## **THE MAYOR VALÉRIE PLANTE AND JEAN-PHILIPPE WAUTHIER IN THE HEART OF THE MONTREAL INTERNATIONAL TRIATHLON'S THIRD EDITION**

*A three-day program of festivities, international athletes and hundreds of amateur athletes*

**Montréal, July 30, 2018** – The Montréal International Triathlon presented by Sportium unveiled its spokesperson, Jean-Philippe Wauthier, and its honorary participant, Mayor Valérie Plante, at the *Café de la Grande Roue de Montreal*, located in the Old Port, where will be held its 3<sup>rd</sup> edition.

The President and CEO of the event, Patrice Brunet, took the opportunity to discuss with the spokesperson and the Mayor of the novelty, the Twilight Run of the Old Port, which will launch the festivities of this edition of the ITU Montreal on Friday August 24.

### **Jean-Philippe Wauthier, ambassador of the Twilight Run in the Old Port**

During this new 5-km event, participants will race to the rhythm of DJ Abeille, who will be on the Old Port site for the entire weekend. Once the participants cross the finish line, they will be led to food trucks and Aperol Spritz cocktails. Triathlete in his spare time and a jogging enthusiast, Jean-Philippe Wauthier also invites athletes of all levels to participate in this new activity, since he is the official ambassador.

*"We are privileged to work with Jean-Philippe and Valérie as they allow us to expand the scope of the participative component of our event. They perfectly represent our clientele of athletes who train on a daily basis, while combining their family and professional lives," says Patrice Brunet.*

### **Valérie Plante, honorary participant of the BDC Challenge**

In addition to being able to count on Montréal's commitment to promote the event internationally, ITU Montreal is fortunate to welcome Mayor Valérie Plante as a BDC Challenge honorary participant. For a second year, she will take part in relay triathlon alongside Alain Vaillancourt, borough councillor for Projet Montréal and his daughter, on Saturday August 25.

This challenge allows local businesses to register their employees at the ITU Montreal to stimulate teamwork in the workplace. A portion of the profits from the BDC Challenge goes to the Prince's Operation Entrepreneur.

A team of Olympian and Paralympian athletes will also be on the starting line of the BDC Challenge. The team consists of Benoît Huot, multiple Paralympic swimming champion, who will compete in the swim portion, and Marianne St-Gelais, triple Olympic medalist in short track speed skating, who will run the distance of 5km. Both were present at the unveiling. To

complete the team, Alexandre Bilodeau, double Olympic champion in freestyle skiing, will take on the bike portion.

#### **Elite triathletes share their knowledge**

The Olympian Amélie Kretz, who will take the start of the ITU World Triathlon Series presented by Sportium as well as Olympian and retired elite triathlete **Sarah-Anne Brault** were present to share their knowledge on the Montreal course to the other contributors.

#### **About the Montreal International Triathlon**

Montréal international Triathlon, a not-for-profit organization, is developing a legacy for triathlon in Eastern Canada by hosting an annual international sporting event in the coming years, raising awareness among current and future triathletes on lifestyle and health while making the sport more accessible and introducing the best athletes in the world.

-30-

**Website :** <https://montreal.triathlon.org/fr/accueil>

**Facebook :** [Triathlon International de Montréal](#)

**Twitter :** [@TriathlonMTL](#)

**Instagram :** [@triathlonmtl](#)

**YouTube :** [Triathlon International de Montréal](#)

**Registration for the Twilight Run in the Old Port:** [www.coursenocturne.com](http://www.coursenocturne.com)

**Note that Patrice Brunet**, president and Chief Executive Officer of the Montreal International Triathlon, **Jean-Philippe Wauthier**, **Valérie Plante**, **Alexis Lepage**, **Amélie Kretz**, **Charles Paquet** and **Sarah-Anne Brault** are available for phone, radio or in-studio interviews to comment on their involvement, the novelties of this third edition, and even more (upon the availabilities of each).

#### **For more information or to coordinate an interview:**

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

Laurence Vallerand  
Laurence @malallier.com  
O : (514) 507-6299  
M : (514) 966-2972