



For immediate release

As part of their second edition

THE MONTRÉAL INTERNATIONAL TRIATHLON IS PROMOTED TO THE PRESTIGIOUS WORLD TRIATHLON SERIES

The organization wants to double the number of amateur registrations

Montréal, May 23rd 2017 – Returning from a first successful edition, the Montréal International Triathlon is promoted by the International Triathlon Union (ITU) as one of only nine races of the ITU World Triathlon Series. As the seventh event of the ITU World Triathlon Series, the Montréal International Triathlon will welcome one of the most prestigious triathlon competitions in the world next August 5th and 6th.

The best triathletes are expected to take part in this major event that will be held in the heart of Old Montreal. The three disciplines will be held in the streets of the historical district of Montreal as well as in the Jacques Cartier Basin: a unique urban course, that will allow this competition to become a spectacular sporting event in Montreal.

“Last year, after the World Cup, Montreal clearly showed that it had all the assets to host an international event that exceeds world standards. This year, we want to make the city a must in triathlon by offering everyone the opportunity to attend a competition of an even greater calibre, which will bring together the best triathletes in the world”, mentioned Patrice Brunet, President and Chief Executive Officer of the Montréal International Triathlon.

The seventh race of the World Triathlon Series

The World Triathlon Series began last March 3rd and 4th in Abu Dhabi (United Arab Emirates) and will conclude in Rotterdam (Netherlands) next September 14th and 15th. The race in Montreal will be broadcast live in over 25 countries, before 7 million viewers.

In addition to welcoming the best triathletes, such as the Brownlee brothers, Gomez, Hewitt and Spirig, the Montréal International Triathlon ensures to meet the growing demand for the amateur component.

A goal of 1,500 participants

"During the first edition of the Montréal International Triathlon, we welcomed more than 1,000 athletes, 15% of whom were completing a triathlon for the first time, a sport that is practiced by people of all ages", added Patrice Brunet. "This year, in order to broaden our offer, we added the "Try-a-tri" distance* to the program, a race half of the sprint distance that will allow young people (12 years and older) to participate in the event. A great opportunity to all amateur athletes to compete on the same course as these champions from around world! In addition, to celebrate Montreal's 375th anniversary, we decided to give spectators free access to the stands! "

A corporate component has also been added, the BDC Corporate Challenge, to encourage companies to create competitive teams, enabling them to foster team spirit in the workplace.

The organizing committee expects a crowd of more than 20,000 spectators for this second edition. Last

year, the event had an economic impact for Quebec of slightly less than \$10 million. This year, the expected impact is \$20 million.

* Distances (swim / bike / run):

- Standard: 1.5 km / 40 km / 10 km
- Sprint: 750 m / 20 km / 5 km
- Super Sprint “Try-a-tri”: 375 m / 10 km / 2.5 km

About the Montréal International Triathlon

Montréal International Triathlon, a not-for-profit organization, develops a rich triathlon legacy in Eastern Canada by hosting an annual international sporting event over the next years, thereby promoting a healthy and active lifestyle to current and upcoming triathletes while also making the sport more accessible to all and showcasing the world’s top triathletes.

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Website: www.montreal.triathlon.org

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