



PRESS RELEASE
For immediate release

ITU World Triathlon Series this weekend in Montreal

THE ITU WORLD TRIATHLON SERIES IN MONTREAL UNTIL 2019

Montreal, August 3rd, 2017 – During the opening press conference of the Montréal International Triathlon, presented by Sportium, Patrice Brunet, president and CEO, announced the event for at least three more years. Taking place this weekend in the Old-Port of Montreal, the event is the 7th stage of the ITU World Triathlon Series, the most prestigious triathlon circuit in the world.

“We have signed an agreement with the International Triathlon Union (ITU) to host a World Triathlon Series’ event until at least 2019. This agreement clearly shows the quality of our team, but also the strategic appeal of high-level triathlon for Montreal as a showcase for the city, and as a touristic pole of attraction for amateur participants. Indeed, more than 20% of the participants reside outside Quebec”, announces M. Brunet.

In addition to the elite segment in which the world’s best triathletes will compete, the Montréal International Triathlon also has an important amateur component. More than 800 triathletes, of all ages, will race this weekend in the Old Port of Montreal. Amateur athletes will follow a similar course as the elite athletes, depending on the selected distances. It is a unique and accessible opportunity for amateurs to be around the best triathletes in the world.

Distances (swim / bike / run) :

- Standard : 1.5 km / 40 km / 10 km
- Sprint : 750 m / 20 km / 5 km
- Try-a-Tri: 375 m / 10 km / 2.5 km

Patrice Brunet, president and CEO of Montréal International Triathlon was announcing the return of the event in Montreal for the next three years, joined by the leader of the ITU World Series, **Mario Mola (ESP)**, **Kirsten Kasper (USA)**, ranked 3rd in the world, **Andrea Hewitt (NZL)**, ranked 5th in the world, Quebec-born **Alexis Lepage**, and spokespersons **Sarah-Anne Brault**, Olympian and triathlete, and **Bruno Blanchet**, actor/comedian and amateur triathlete.

- 30 -

Website: montreal.com

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

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

For any questions, please contact:

Camille Asselin
camille@malallier.com

C : (450) 602-4002

O : (514) 507-6299

Laurence Vallerand
laurence@malallier.com

C : (514) 966-2972

O : (514) 507-6299

Marie-Anik L'Allier
ma@malallier.com

C : (514) 983-8236

O : (514) 507-6299