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## **IMG WORLDWIDE ANNOUNCES INAUGURAL 2012 BEIJING INTERNATIONAL TRIATHLON – RACE TO TAKE PLACE IN FENGTAI DISTRICT SEPTEMBER 16, 2012**

**BEIJING – (May 9, 2012)** – IMG Worldwide, the world’s leading sports, entertainment and media company, in partnership with the Fengtai Sports Bureau of Beijing announced the formation of the Inaugural Beijing International Triathlon, set to take place Sunday, September 16, 2012, at Qing Long Lake Park, in the Fengtai District of Beijing, China. Triathletes from around the globe will take part in this all-new Olympic distance triathlon and enjoy the unique culture, tradition and hospitality of China. The race will also draw top professional triathletes who will compete for \$100,000 in prize money.

This all-new triathlon will be part of the Escape to Alcatraz Triathlon Series, as the first qualifying event in Asia for the iconic Escape from Alcatraz™ Triathlon. Coveted race slots for the infamous and grueling 2013 Escape from Alcatraz™ Triathlon will be awarded to the top 50 men and women across each group and division of this new race.

The course will showcase the eco-friendly environment and cultural attractions in Fengtai including a 1.5 km swim at the heart of Qing Long Lake Park; a challenging 40 km bike race through quaint villages of Fengtai to Qian Ling Mountain, the highest peak in Southwest Beijing; and a final 10 km run along stone paths, wooded trails and beautiful bridges showcasing the unique architecture of Qing Long Lake Park. This race will be part of an intimate three-day, lifestyle sports event that will showcase all the tradition and warmth China has to offer locals and visitors alike.

“IMG Worldwide is thrilled to support this inaugural event that solidifies Beijing as a racing destination and international sporting hub,” said James Leitz, Senior Vice President of IMG. “We have been working closely with the Fengtai Sports Bureau of Beijing and the Fengtai government to ensure that this race is successful in its first year and becomes an important annual event on the international triathlon calendar. The launch of the Beijing International Triathlon further underscores IMG's commitment to growing the sport of triathlon on a global scale.”

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The Beijing International Triathlon will also feature a Corporate Challenge Division to introduce the thriving corporate community in China to the sport of Triathlon. Companies will compete in a relay team format for the coveted Corporate Cup and the chance to return to the 2013 Beijing International Triathlon and defend their title.

In addition to the triathlon on Sunday, September 16, the weekend will include a welcome reception and dinner for all participants on Friday, September 14, as well as an all-day Fitness Expo showcasing products and services for health conscious consumers on Saturday, September 15, at the Official Event Hotel. Participants and their families will also have the opportunity to enjoy pre-race city tours and course tours throughout Beijing and Fengtai.

Additionally, IMG will partner with Beijing Television (BTV) to produce a one hour program featuring the Beijing International Triathlon that will broadcast throughout Beijing as well as Austral-Asia, Americas, United Kingdom, Europe, Eastern Europe, Middle East and Africa.

“We are thrilled to host triathletes from around the world for the Beijing International Triathlon,” said Fengtai District Vice-Governor Li Junhui. “Our goal is to develop the Fengtai District into an international sports, convention and leisure tourism destination that takes advantage of the area’s eco-friendly environment and showcases the hot-springs resorts and cultural attraction.”

The Beijing International Triathlon will take place on Sunday, September 16, 2012, at Qing Long Lake Park, in the Fengtai District of Beijing, China. The public is invited to watch the race at the start/finish line in Qing Long Lake Park, as well as attend the free Fitness Expo which will take place Saturday, September 15, at the Official Event Hotel. Race registration opens in May on the official event website. The Beijing International Triathlon is owned by the Fengtai Sports Bureau of Beijing and produced by IMG Worldwide. Interested participants are encouraged to register online early as space is limited. For more information visit [www.beijinginternationaltriathlon.com](http://www.beijinginternationaltriathlon.com).

### **About Fengtai**

The Beijing International Triathlon will primarily take place within the Wang Zuo County, in the Fengtai District, with a history that dates back to 221 BC. With a population of 2.1 million, the Fengtai District is located in Southwest Beijing at the foot of the Western Hills, by the Yong Ding River. Dating back to the Liao and Jin Dynasties, the Fengtai District was the location of the Imperial City. Racers, family and friends visiting the area will be treated to several of China’s most famous sites including the 900 year old Lotus Pool; the Lu Gou Bridge (Marco Polo Bridge) that dates back 800 years and the Wan Ping Fortress from the 17th century.

**About IMG Worldwide**

Operating in 30 countries, IMG Worldwide's diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at: [www.imgworld.com](http://www.imgworld.com).

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