

FOR IMMEDIATE RELEASE



PENTICTON ADDS IRONMAN 70.3 TRIATHLON; JOINS ICONIC IRONMAN CANADA TRIATHLON, PART OF THE VINFAST IRONMAN NORTH AMERICA SERIES, FOR A FULL DAY OF RACING

- IRONMAN 70.3 Canada triathlon scheduled for Sunday, Aug. 25, 2024; General registration to open on Wednesday, Feb. 21 can be accessed by visiting, www.ironman.com/im703-canada

PENTICTON, B.C., Canada / TAMPA, Fla. (Feb. 14, 2024) – IRONMAN announced today the return of the IRONMAN® 70.3® Canada triathlon which will be added in Penticton, British Columbia, providing additional racing in 2024. The IRONMAN 70.3 Canada half-distance race, which first took place from 2016-2019 in Whistler, British Columbia, is scheduled to return on Sunday, Aug. 25 in conjunction with the full-distance IRONMAN Canada triathlon, part of the VinFast IRONMAN North America Series. General registration for the 2024 IRONMAN 70.3 Canada triathlon will open on Wednesday, Feb. 21 and can be accessed by visiting, www.ironman.com/im703-canada.

“We are thrilled to bring the IRONMAN 70.3 Canada triathlon back and have it join the iconic IRONMAN Canada event for an unforgettable weekend of racing in Penticton. This venue has become one of the most thrilling destinations and sought after experiences on the global IRONMAN circuit in part due to the amazing support from the community and volunteers,” said Tim Brosious, Regional Director at The IRONMAN Group. “Penticton has played a prominent role in history of IRONMAN, and we know athletes will enjoy getting the opportunity to race an IRONMAN 70.3 triathlon through the stunning landscapes and challenging terrain that the Okanagan Valley has to offer.”

The IRONMAN 70.3 Canada triathlon will offer athletes an extraordinary racing experience and take place on portions of the historic IRONMAN Canada triathlon course, part of the VinFast IRONMAN North America Series. The race begins with a 1.9-km (1.2-mile) swim in beautiful Okanagan Lake. Once out of the water, athletes take off on a 91.5-km (56-mile) bike course through the Okanagan Valley riding through local wineries and scenic mountain views before descending back into Penticton. Athletes will cap off their race with a 21.1-km (13.1-mile) scenic run course that takes them along the rolling Kettle Valley Trail and Okanagan Lake. The race culminates with an unforgettable finish line experience on Lakeshore Drive in downtown Penticton.

“The addition of the IRONMAN 70.3 event to Penticton is great news for athletes and the community,” said Penticton Mayor Julius Bloomfield. “For athletes, it’s a chance to accomplish an incredible feat in one of the competition’s most iconic settings. For the community, it’s an opportunity to welcome more athletes, more support team members and more spectators to town so we can show off everything Penticton has to offer. This is a win-win for all involved.”

The IRONMAN 70.3 Canada triathlon will offer qualifying slots to the 2025 VinFast IRONMAN 70.3 World Championship.

Athlete inquiries may be directed to canada70.3@ironman.com. For more information on the 2024

IRONMAN 70.3 Canada triathlon, visit www.ironman.com/im703-canada and IRONMAN Canada triathlon, part of the VinFast IRONMAN North America series, please visit www.ironman.com/im-canada. For more information on the IRONMAN and IRONMAN 70.3 brands and global event series, visit www.ironman.com. Media inquiries may be directed to press@ironman.com.

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About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series trail-running events including the Canyons Endurance Runs™ by UTMB®, Tarawera Ultra™ by UTMB® and Ultra-Trail Australia™ by UTMB®, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business, and Orkila Capital, a growth equity firm focused on building great brands. For more information, visit www.ironman.com/about-ironman-group.

About Advance

Advance is a private, family-held business that owns and invests in companies across media, entertainment, technology, communications, education and other promising growth sectors. Our mission is to build the value of our companies over the long-term by fostering growth and innovation. Advance's portfolio includes Condé Nast, Advance Local, Stage Entertainment, The IRONMAN Group, American City Business Journals, Leaders Group, Turnitin, and Pop. Together these operating companies employ more than 17,000 people in 29 countries. Advance is also among the largest shareholders in Charter Communications, Warner Bros. Discovery and Reddit. For more information visit www.advance.com.