

Media Release
2009 Ramsay Health Care Triathlon Pink Series
18 February 2009



BROOKS TO PROTECT PINKIES FEET IN 2009

The 2009/10 Ramsay Health Care Triathlon Pink Series is very pleased to announce that Brooks footwear has signed on as the series official footwear provider.

With three new events completing the new 7 event series, Brooks will be providing Pinkies with the opportunity to participate in the comfort of their new range of footwear, safe in the knowledge that they will be wearing one of the world's best known and much loved running brands.

Brooks is a leading running company that designs and markets a line of high-performance technical running shoes, apparel and accessories in more than 80 countries worldwide.

Dedicated to inspiring people to run and be active, Brooks creates innovative equipment that keeps them running longer, farther and faster.

The 2009/10 series will open at new event site, Caloundra on the Sunshine Coast on 20 September 2009 and will run through to Hobart on 21 February 2010. 2010 will also see the all new Triathlon Pink Jazz and Shiraz Fundraiser in Melbourne at the famous Carousel Function Centre where all proceeds will go to the National Breast Cancer Foundation.

t3 Events General Manager, Brett James was thrilled with the new of the partnership

"Triathlon Pink is now one of the top 3 community fundraising events for the NBCF, that will cater to over 7000 Pinkies in 2009/10, across 6 states of Australia. It is truly a memorable event that touches a lot of lives.

It is important to us that our Pinkies are exposed to quality products that assist in their training and their event day. We are very picky with who we invite to become involved with Triathlon Pink and Brooks is a quality product that we are very happy to partner with. We look forward to seeing our Pinkies running around in a pair of pink Brooks!"

2007, saw over almost 800 women become Pinkies, 2008 saw over 3,500 cross a finish line and 2009/10 is expected to enjoy over 7,000 Pinkies. With the series focus on challenging oneself and having fun 2009 is set to be a huge year.



Triathlon Pink Facts

- Triathlon Pink encompasses three distinct sports – swimming, cycling and running
- Triathlon Pink is Australia's ONLY National Women's Triathlon Series
- In 2 years Triathlon Pink has experienced over 4500 Pinkies crossing a Triathlon Pink finish line
- The 2009 Triathlon Pink series covers seven locations at Sunshine Coast, Gold Coast, Sydney, Perth, Adelaide, Hobart, Melbourne and Perth
- Triathlon Pink has the approval and support of the Sports National Governing body, Triathlon Australia
- Triathlon Pink's official event charity is the National Breast Cancer Foundation and has raised over \$180,000 for the charity
- Triathlon Pink is a lifestyle sport – it exudes vitality and charisma
- Triathlon Pink is all about Challenge, Participation and Fun
- Triathlon Pink caters to females from 7 – 70+ years of age

- Triathlon Pink is achievable for everyone