

Media Release
2009 Ramsay Health Care Triathlon Pink Series
10 April 2009



Fitness First Memberships For All Pinkies

The 2009/10 Ramsay Health Care Triathlon Pink Series continues to build momentum with the announcement that Fitness First has extended their sponsorship of the series by upgrading to the run leg naming rights for the 2009/10 series.

In an exciting deal which will benefit all parties including our Pinkies, each athlete will receive a complimentary two week membership enabling them to train at any Fitness First Health Club leading up to their Triathlon Pink event. Fitness First was very keen to assist with the Pinkies preparations for their big day out and a start up membership is a sure fire way to get all the athletes into their training regimes.

Andy Mallinson – Marketing Director at Fitness First was extremely pleased to continue and strengthen the relationship between the Fitness First and Triathlon Pink.

“Our mission is to make Australia a fitter place and supporting programs and initiatives that encourage people to get active whilst at the same time supports a good cause, is something we’d like to be a part of.”

t3 Events General Manager, Brett James saw the partnership as very complimentary:

“We are very lucky with Triathlon Pink in that it is a very popular brand with the corporate sector. This allows us to choose our relationships very carefully with all our stakeholders in mind, particularly our much cherished Pinkies. Fitness First will assist our Pinkies in starting up their training and their quest for better health and fitness and this is a very important facet of the series. We also welcome the opportunity to expose the series to current Fitness First members who are already out there having a go in their local Fitness First Health Clubs. We look forward to seeing them all out there on event day. Entries have already started to flow in and we feel that this is a direct reflection of the relationships we have chosen to be in. We are extremely excited that Fitness First also views our series as a great fit for their brand and members.”

2007, saw over almost 800 women become Pinkies. In 2008 the Pinkie army grew dramatically with over 3,500 ladies crossing a Triathlon Pink finish line. Early indications are that 2009/10 will enjoy over 7,000 Pinkies in 7 cities around Australia. 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