

Media Release

2009 Ramsay Health Care Triathlon Pink Series

9 November 2009



Perth goes Pink as Triathlon Pink breaks 1000

The 2009/10 Ramsay Health Care Triathlon Pink keeps getting better as the second ever Perth Triathlon Pink event enjoyed a field of over 1050 Pinkies who filled the atmosphere with tenacity and joy.

In what was a perfect triathlon day, weather wise, a top heavy first time Triathlete field kicked off proceedings at 7am with the long course event. What was noticeable was the many different outfits and fancy dress on site at the Perth event making it very obvious that this day would be more about celebration than the triathlon itself! As per normal at a Triathlon Pink event nerves are par for the course but these nerves are quickly replaced by excitement as our Pinkies hit the water and realize triathlon is actually quite easy!

From 7am over 90 waves hit the water and Pinkies of all shapes, sizes, fitness levels and ages enjoyed a challenge they once may have thought impossible. Certainly the 75+ strong team from Challenge Stadium were prepared after their 8 week beginners training course showed them all the triathlon skills getting them ready for just about any challenge they would face on the day.

One of the truly inspiring stories of the day was Michele Alexander and the Pink Bubbies team. Michele turned up to participate this year whilst still undergoing chemotherapy for breast cancer and in the process encouraged her support crew to join her in completing a triathlon. In Michele's own words as posted on the Team Pinkie Facebook page *"Wonderful - team pink Bubbies had great fun. Thanks to everyone. Once it was over and we had drank our champagne I got a bit emotional. I am so blessed to have such great friends to support me. Only ONE more chemo to go - next week!"*

t3 Events General Manager, Brett James was extremely please that Perth continued to grow in both numbers and spirit:

"Perth has been really nice surprise for the team. Last year we had over 800 in the first year which is a record for any first time Triathlon Pink event but with the spirit of our Pinkies it felt more like 1500 Pinkies. This year we have broken 1000, which is

unbelievable and once again the atmosphere is truly wonderful. We are very lucky to be able to have an event like this in Perth and very lucky to have people like Michele Alexander be involved in our event. It is people like this that make you realize that the human spirit is a truly amazing thing, ladies like Michele provide inspiration to us all but more importantly make you realize that life is all about the moment and opportunities to shine are there for the taking. You need to enjoy and savour it....thanks to Michele and all our Perth Pinkies for providing us with an opportunity to entertain them for a day."

The day also marked a major milestone in the series with the 2009/10 online fundraising passing the \$200,000 mark. This amazing achievement has surpassed organizers and the NBCF's expectations and is a credit to all involved. In 3 short years the series and its participants have now raised over \$380,000 for the NBCF and have played a major role in the search for a cure for breast cancer. With 2 events till remaining \$400,000 is looking very achievable.

With 4 events completed and over 3600 Pinkies enjoying a Triathlon Pink event the hard working crew from t3 now enjoy a two month break before heading across to Melbourne in the new year. Melbourne has a great new course and a great new feel which it is hoped will see our Victorian Pinkies challenging Perth and Sydney with 1000+ participants.

Congratulations to all our Perth Pinkies and we look forward to seeing you all in 2010.