

Media Release

2009 Ramsay Health Care Triathlon Pink Series

11 October 2009



Another incredible Pinkie

On 7 November 2009, Challenge Stadium, Perth will again host the Ramsay Health Care Triathlon Pink event, an event for women of all fitness levels and ages. Each year this event brings very special women to the surface who have amazing stories to tell and Michele Alexander is one of these ladies.

Triathlon Pink is a fun event for women of all fitness levels and more importantly is one of the National Breast Cancer Foundations biggest community fundraisers, raising over \$350,000 for the NBCF since its inception in 2007. 2009 will see Michele complete her first ever Triathlon Pink event and take on the coveted title of becoming a "Pinkie".

In 2003 Michele arrived Australia with her husband and 3 year old son and in quick time started her own ActionCOACH business coaching franchise. 2 years ago Michele had the first of two very life defining moments, when she lost her hearing overnight. Michele recalls the day very clearly *"I had a life changing experience of losing my hearing over night. Literally waking up and finding I could not hear. Over the following weeks with the help of Lions Hearing at Charles Gairdner Hospital I got hearing aids and eventually had a cochlear implant."*

In Easter of 2009 her 2nd life changing moment occurred, *"I was due to have another cochlear implant later this year when I found a lump in my breast at Easter. I had surgery in May at The Mount Hospital and successfully had the tumor and my lymph's removed. There was no history of cancer in my family and I fortunately have no friends who have gone through this. A second life changing and this time potentially life threatening event but I found it early, took action and now want to spread the word to all women out there to check there breasts regularly and always get any abnormality checked out and even if the news is not good there are lots of people out there to help, support and advise – you don't have to be alone."*

What is incredible about Michele's story is that on the day she participates in Triathlon Pink she will still be undergoing chemotherapy *"I will actually still be*

having chemo when I run the race . Even now after my first 2 chemo's I am still attending the gym 3 times per week. Plus I have been given wonderful support from my group the Pink Bubbles!"

Michele's involvement is mirrored around the country with brave women who want to spread a message showing everyone that no matter where your health is at or how you feel you can achieve anything. Michele's reasoning for why she is doing this event are very *simple* "I intend to have loads of fun, keep a focus on my fitness and to have something to look forward to, other than finishing chemo."

In May 2009, the event organisers of Triathlon Pink conducted a survey amongst 600 past event participants to gauge their overall health and fitness levels and received outstanding results.

Since taking part in their first Triathlon Pink event in 2008, **96% percent** of women have continued to exercise. With **61%** of these women had continued to take part in different event across Australia as part on their ongoing commitment to health and fitness.

55% of women have reported to have seen a very good improvement in their fitness levels, rating their physical fitness as very good, **21%** noted a dramatic improvement whilst only **3%** noticed a decline in their fitness levels.

Triathlon Pink event founder, Brett James, was extremely excited about having Michele aboard, " *Our motto has always been challenge, participation and fun and this is what Michele is all about.*"

"Since the events inception The Ramsay Health Care Triathlon Pink Series has seen over 5,000 females cross a Triathlon Pink finish line and has raised over \$340,000 for the NBCF. More importantly it has raised awareness about breast cancer as well as how important it is to keep fit and healthy but have some fun along the way" said James.

Coinciding with National Breast Cancer Awareness month, Triathlon Pink is supported by Triathlon Australia and encompasses the swimming, cycling and running legs and is a fantastic and achievable initiative, catering for everyday women of all ages starting from age 7 and heading into the seventies.

The events are a non confronting way for all women to get back into exercise in an all-female environment. For those who have not exercised in a while, there are also great training groups available in each state, as well as on line chats and forums such as the Triathlon Pink, Facebook page where weekly tips and advice are also provided.

For further information about Triathlon Pink and events in your state visit www.triathlonpink.com.au please contact Brett James of t3 Events on 0433096658 or email brett@t3events.com.au



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 six locations at Sunshine Coast, Gold Coast, Sydney, Perth, 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 \$220,000 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