

Media Release
2009 Ramsay Health Care Triathlon Pink Series
27 September 2009



A Perfect Day For A Perfect Start

The 2009 Ramsay Health Care Triathlon Pink Series got off to a perfect start on the Sunshine Coast with over 450 ladies taking part in the first time event.

In what was perfect conditions for the event women of all ages from 7 to 70+ years age took to a Triathlon Pink course for the first time with vigour as they challenged themselves with one of the 4 distances. Pink was the colour of choice for the day with the majority of ladies gearing up in their fantastic pink outfits.

t3 Events General Manager, Brett James saw the day as a great start to what is becoming an iconic series around Australia:

“What a great way to kick of the series. Our first time on the Sunshine Coast with over 450 Pinkies and 30 P3 male athletes make this a great success. Our Pinkies have now raised over \$90,000 for the National Breast Cancer Foundation and along the way have enjoyed a fit and healthy journey. Congratulations to all our finishers today”

The Sunshine Coast event also saw that first ever P3 All Male Fun Run incorporated into a Triathlon Pink event and with the great, fun atmosphere that was seen with the guys this concept is here to stay. Choosing between a 1 kilometre or 3km dash the fathers, brothers and grandfathers got into the spirit of things wearing pink out on the course and showing the ladies how guys look better in pink!

The series now moves on to Sydney where over 1500 Pinkies will swim, ride and run their way around Sydney Olympic Park in what is a national attendance record for an all female triathlon in Australia.



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