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Contact: DeeDee Taft/Shelbi Okumura  
Spin Communications  
415/380-8390  
[deedee@spinpr.com](mailto:deedee@spinpr.com)

**WORLD CHAMPION TRIATHLETE CHRIS “MACCA” MCCORMACK TO RACE IN  
2012 BEIJING INTERNATIONAL TRIATHLON ON SEPTEMBER 16**

*Javier Gomez, Bevan Docherty, Matt Reed, Ricarda Lisk, Nicky Samuels and other Top Professionals also to Compete*

**BEIJING – (July 11, 2012)** – IMG Worldwide, the global sports, fashion and media company, in partnership with the Fengtai Sports Bureau of Beijing, announced three-time World Champion Chris “Macca” McCormack will race in the Inaugural 2012 Beijing International Triathlon, on Sunday, September 16, at Qing Long Lake Park, in the Fengtai District of Beijing, China. Macca leads a field of several top pro triathletes set to compete in this all-new Olympic distance triathlon for \$100,000 in prize money.

In addition to racing, Macca will also serve as the international athlete ambassador for the Beijing International Triathlon. The 39-year old Australian has won more than 200 races worldwide since 1993, including 12 Ironman victories, more than any other male triathlete. Macca is also a five-time International Triathlete of the Year and the only male triathlete to ever win both the Olympic Distance and Ironman World Championship.

“To be an athlete ambassador for the Beijing International Triathlon is truly an honor,” said Macca. “I speak for triathletes around the world when I say we are always looking for challenges that are authentic and destination races we want to share with our families. This race, with its close proximity to so many wonderful tourist destinations in and around Beijing, really is all those things.”

Macca leads a strong pro field that is taking shape for this inaugural race including World Champion and 2012 Olympic medal hopeful Javier Gomez (Spain), two time Olympic medalist Bevan Docherty (New Zealand), Olympian Matt Reed (United States of America), Brian Fleischmann (United States of America), Olympian

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Ricarda Lisk (Germany), 2011 Escape from Alcatraz Champion and 2012 Olympic team member Nicky Samuels (New Zealand), Becky Lavelle (United States of America), Olympian Sarah Groff (United States of America) and Jenna Parker (United States of America).

“We have created a VIP athlete experience for all Beijing International Triathlon race participants which will include pre and post race parties, activities and trips to nearby highlights including the Forbidden City, Great Wall and more,” said IMG Senior Vice President James Leitz. “We want this year’s racers to go home and talk about their experience in Fengtai to generate buzz for the event. In five years’ time, this will be one of the top destination triathlon events in the world.”

The Beijing International Triathlon will be part of the Escape to Alcatraz Triathlon Series, as the first qualifying event in Asia for the iconic Escape from Alcatraz™ Triathlon. Coveted race slots for the infamous and grueling 2013 Escape from Alcatraz™ Triathlon will be awarded to the top 50 men and women across each age group and division of this new race.

The course will showcase the eco-friendly environment and cultural attractions in Fengtai including a 1.5 km swim at the heart of Qing Long Lake Park; a challenging 40 km bike race through quaint villages of Fengtai to Qian Ling Mountain, the highest peak in Southwest Beijing; and a final 10 km run along stone paths, wooded trails and beautiful bridges showcasing the unique architecture of Qing Long Lake Park. This race will be part of an intimate three-day, lifestyle sports event that will showcase all the tradition and warmth China has to offer locals and visitors alike.

The Beijing International Triathlon will take place on Sunday, September 16, 2012, at Qing Long Lake Park, in the Fengtai District of Beijing, China. The public is invited to watch the race at the start/finish line in Qing Long Lake Park, as well as attend the free Fitness Expo which will take place Saturday, September 15, at the Nangong Spring Season Hotel and Sunday, September 16, at Qing Long Lake Park. Race registration is open on the official event website. The Beijing International Triathlon is owned by the Fengtai Sports Bureau of

Beijing and produced by IMG Worldwide. Interested participants are encouraged to register online early as space is limited. For more information visit [www.beijinginternationaltriathlon.com](http://www.beijinginternationaltriathlon.com).

### **About Fengtai**

The Beijing International Triathlon will primarily take place within the Wang Zuo County, in the Fengtai District, with a history that dates back to 221 BC. With a population of 2.1 million, the Fengtai District is located in Southwest Beijing at the foot of the Western Hills, by the Yong Ding River. Dating back to the Liao and Jin Dynasties, the Fengtai District was the location of the Imperial City. Racers, family and friends visiting the area will be treated to several of China’s most famous sites including the 900 year old Lotus Pool; the Lu Gou Bridge (Marco Polo Bridge) that dates back 800 years and the Wan Ping Fortress from the 17th century.

### **About IMG Worldwide**

IMG Worldwide is a global sports, entertainment and media business, with nearly 3,000 employees operating in 30 countries around the globe. IMG’s areas of expertise are diverse and wide ranging: IMG College; IMG’s Joint Ventures in China, Brazil, India and Turkey; IMG Media; IMG Events and Federations; IMG Fashion; IMG Models; IMG Art+Commerce; IMG Clients; IMG Academies; IMG Consulting and IMG Licensing. More information is available at [www.imgworld.com](http://www.imgworld.com).

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