



FOR IMMEDIATE RELEASE

## **REGISTRATION OPENS FOR 2016 BEIJING INTERNATIONAL TRIATHLON ON FEBRUARY 15**

**BEIJING – (February 10, 2016)** – IMG, the global leader in sports, fashion and media, in partnership with the Fengtai Sports Bureau of Beijing, will host the 2016 Beijing International Triathlon, on Sunday, September 11, at the Garden Expo Park, in the Fengtai District of Beijing, China. For the fifth straight year, top athletes from around the world will race in this renowned Olympic distance triathlon, with a shorter sprint distance race, taking place on Saturday, September 10, to kick off this festive weekend of fitness. Registration for both races will officially open on Monday, February 15, at [www.beijinginternationaltriathlon.com](http://www.beijinginternationaltriathlon.com).

“Winning the Beijing International Triathlon last year was a highlight of my season,” said 2015 Beijing International Triathlon Champion Eric Lagerstrom. “The course takes you through amazing historic scenery, along ancient roads, through quaint villages and colorful gardens. For me, it brought new meaning to ‘epic experience.’ Having the opportunity to explore historical wonders like the Great Wall and the Forbidden City was the cherry on top and made the experience unforgettable.”

The Olympic distance course will showcase the eco-friendly environment and cultural attractions in Fengtai including a 1.5km swim through Garden Expo Lake; a challenging 40km bike race through the quaint villages of Fengtai and up Qian Ling Mountain, the highest peak in Southwest Beijing; and a final 10km run through the colorful gardens and up the steep steps of the Garden Expo Park. The sprint element of the triathlon will take triathletes on a 750m lake swim, a 20km bike ride and a 5km run all through the lush grounds of the expansive Garden Expo Park.

“The Beijing International Triathlon has steadily grown in numbers over the last five years, topping off at more than 1,700 participants last year,” said IMG Senior Vice President James Leitz. “From triathlon newbies to seasoned age groupers, it’s been so rewarding to watch the people of China embrace this new, healthy lifestyle by training and competing in a triathlon.”

For the second year, the Beijing International Triathlon will feature a Collegiate Challenge to encourage university students to join the sport. Students will race as Olympic distance relay teams and the school with the fastest combined times of their top two teams will win the Collegiate Challenge. Additionally, the Corporate Challenge returns and will continue to promote

teamwork, a healthy workforce and corporate health through triathlon racing. This year, the company or organization with the fastest combined times of their top two teams will win the Fengtai Cup.

Garden Expo Park is located west of the Yongding River and east of Eagle Mountain, in the Fengtai District of Beijing, China. The park is an elaborate garden city using the most advanced technologies and artistic achievements in landscaping including an international standard low-carbon and ecological zone. Within the Garden Expo Park are several attractions including various traditional, modern, innovation, ecological and international exhibition parks; and a plethora of lush gardens replicating famous regions of China including Beijing, Jinan, Shanghai, Lingnan, Tangshan and more.

This triathlon is part of the Escape to Alcatraz Triathlon Series, and the only qualifying event in Asia for the iconic Escape from Alcatraz™ Triathlon. Coveted race slots for the infamous and grueling 2017 Escape from Alcatraz™ Triathlon will be awarded to the top 50 men and women across each group and division of the Olympic distance race, at the 2016 Beijing International Triathlon.

The public is invited to watch the races at the start/finish line and along the course throughout the park, as well as attend the free Health and Fitness Race Expo, which will take place Saturday, September 10 and Sunday, September 11. The Beijing International Triathlon is owned by the Fengtai Sports Bureau of Beijing and produced by IMG. Interested participants are encouraged to register online early, as space is limited. For additional information, visit [www.beijinginternationaltriathlon.com](http://www.beijinginternationaltriathlon.com) or follow at [www.facebook.com/BeijingTri](https://www.facebook.com/BeijingTri) and [www.twitter.com/Beijing\\_Tri](https://www.twitter.com/Beijing_Tri).

### **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**

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world's largest independent producer and distributor of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world's leading entertainment agency, to form WME | IMG.

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