

Dear Neighbour
July 15, 2010



We are contacting you because of your proximity to the Viterra Ironman 70.3 Calgary Triathlon course, an event that will be hosted by the Town of Cochrane and the greater Calgary community on Sunday August 1, 2010. The Viterra Ironman 70.3 Calgary Triathlon is a world-class sporting event that includes a 1.9 km swim course, a 90 km bike course and a run course that is 21.1 km in length. We are fortunate to have athletes visiting Alberta from across Canada and around the world to participate in our event. As athletes can qualify for Ironman 70.3 World Championships, the Viterra Ironman 70.3 is part of an elite few in global triathlon.

Our team is proud to bring such prestigious event to Calgary and area. We also look forward to presenting our home to people from around the world. The event will potentially impact local traffic during the morning hours of August 1st, 2010. Our course has been specifically designed to minimize traffic interaction. Race participants will start in waves in order to limit the density of athletes that start on the bike course at any given time and Athletes will be starting an hour earlier this year (6:00 am) to further minimize traffic interruptions. There will be no road closure on course, with the exception of one lane on Glenmore trail between Sarcee Trail and 37th Street, within the City of Calgary. There will be minimal left hand turns on the bike course to ensure minimal traffic interruption. Police and/or safety personnel will supervise all intersections on course to ensure safe traffic flow.

For detailed information on the event, visit our website www.ironmancalgary.com. The race starts at Ghost Lake, continues east through Alberta Ranch country, and then into Southwest Calgary. Additional scheduling information on traffic impact is posted on our website to facilitate planning. For your awareness, the details of the bike course are as follows:

- The triathletes will exit Ghost Lake and travel east on Highway 1A;
- They will turn Left (north) on Grand Valley Road;
- Then turn right (east) on Township Road 280;
- Then will turn right (south) on Horse Creek Road;
- Then turn left (east) on Highway 1A;
- Turn right (south) on Highway 22;
- Turn left (east) on Township Road 250;
- Turn right (south) on Rural Road 31;
- Turn left (east) on Lower Springbank Road;
- Turn right (south) on 69th Street;
- Turn left (east) on Glenmore Trail (HWY 8);
- Continue past Sarcee Trail to the right on Glenmore Trail;
- Finally, the triathletes will turn right (south) on 37th Street, proceed into North Glenmore Park and finish the bike portion of the event.

Please note that the roadway in North Glenmore will be closed race day, as well as the pathways in North Glenmore, Weaselhead and South Glenmore will be closed to wheeled traffic.

This event is a world-class competition. Participants will include World Champions, Ironman Champions and Olympians competing for approximately \$30 000 in prize money. 1600 participants will compete to achieve their own personal aspirations.

We invite you to enjoy the Ironman spirit throughout the event and to cheer on the athletes. Hundreds of volunteers have signed up to support the athletes, if you are interested in joining the volunteer squad, please see our website for more details. We encourage everyone to come out and support the athletes!

We thank you in advance for your support during race day. If you have any questions, please email us at: ironmancalgary@gmail.com.

Sincerely,

The Ironman 70.3 Calgary Team