

About the Ironman 70.3 Triathlon Series

Since its inception in 2006, the Ironman 70.3 series has become the fastest growing triathlon series in the world. Now there are 32 events around the world that qualify athletes for the Ironman World Championship 70.3 in Clearwater every November.

Ironman 70.3 races consist of a 1.9 km/1.2 mile swim, a 90 km/56-mile bike and a 21.1 km/13.1 mile run, which adds up to 70.3 miles of total racing. The number 70.3 is the actual total distance of the event in miles.

The global family of Ironman 70.3 events reaches from Newfoundland to Florida to California and back up to Calgary, with events in between. The series also stretches from South Africa to Singapore, China, Brazil, Chile, Mexico and on to Europe for stops from Monaco to Belgium, Germany and the U.K. There is no other sport like it that has the breadth of participants from beginner to professional, with a series that spans the globe.

World Triathlon Corporation, owners and organizers of Ironman, is a Florida-based company recognized for athletic excellence, performance and quality products. With the addition of the Ironman 70.3 Series, Ironman now has more than 40 qualifying events worldwide. Supported by partners that include Ford Motor Company, Dell, Timex and Gatorade, Ironman is the No.1 user-based sports brand in the world. Ironman has been a respected name in triathlon since its inception 28 years ago and is regarded as the world's most challenging endurance event. Millions may remember moments in Ironman history such as Julie Moss' crawl to the finish line in 1982, which was showcased on *ABC's Wide World of Sports*. Each year, more than 40,000 athletes compete for slots in the Ford Ironman World Championship held every October in Kailua-Kona, Hawaii, and the Ford Ironman World Championship 70.3 held every November in Clearwater, FL. The Ironman brand has been featured in a range of media outlets to include *NBC*, *CNN Headline News*, *Sports Illustrated*, *The New York Times* and *USA Today*.

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