



MEDIA ADVISORY

IRONMAN 70.3 CALGARY

Calgary, AB – Monday, July 27, 2008: Join Rocky Mountain Triathlon Corporation and Calgary Sport Tourism Authority as we welcome western Canada's first and only Ironman 70.3 Triathlon to Calgary.

WHEN: Tuesday, July 29, 2008
10 a.m.

WHERE: Calgary Marriott
Mount Royal Room
110 9th Avenue SE

MEDIA OPPORTUNITIES: Lisa Bentley, multiple Ironman champion
Kyle Marcotte, local professional Ironman competitor
Dan Ouimet, Rocky Mountain Triathlon Corporation, Event Director
Doug Mitchell, Calgary Sport Tourism Authority chairman
Interviews and photo opportunities will be available following a brief formal program.

ABOUT IRONMAN 70.3:

Ironman 70.3 events are part of a global network of highly recognized and respected triathlons that carry the Ironman brand and draw participants from around the world. Ironman now has more than 40 qualifying events worldwide.

ABOUT THE ROCKY MOUNTAIN TRIATHLON CORPORATION:

Rocky Mountain Triathlon Corporation is a Calgary-based company experienced in event management, course design, coaching, and competition ranging from local community events to world championships.

ABOUT THE CALGARY SPORT TOURISM AUTHORITY

The Calgary Sport Tourism Authority proactively bids for and attracts international sport events that offer significant branding and promotional opportunities, community legacies and benefits to the tourism industry; further promoting and positioning Calgary as a premier host of sport events in Canada.

-30-

For more information, please contact:

Rocky Mountain Triathlon Corporation:
Dan Ouimet
403.400.3743

Calgary Sport Tourism Authority:
Marco De Iaco
403.614.2032

Calgary Heart of the New West

Tourism Calgary – Calgary Convention & Visitors Bureau
200, 238 – 11 Ave. S.E., Calgary, AB T2G 0X8
Fax: 403.262.3809 Toll Free: 1.800.661.1678
tourismcalgary.com