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FOR IMMEDIATE RELEASE

### **The Alpharetta CVB Offers Free Entries for IronKids**

ALPHARETTA, GA – May 5, 2011 -- The IronKids Alpharetta Triathlon is returning to Wills Park on Sunday, September 11 and the Alpharetta Convention and Visitors Bureau, in partnership with IronKids, is giving away 20 free entries to this year's race. Participants may register for a free entry at the Alpharetta Welcome Center, 178 South Main Street, or online at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). Lucky winners will be drawn on August 1, 2011.

The Alpharetta event, returning for the third consecutive year, has had the largest field in the IronKids National Series for the past two years and organizers expect that trend to continue in 2011. The race will include three divisions: Junior - ages 6-8, Intermediate - ages 9-11, and Senior - ages 12-15 and all finishers will receive a commemorative medal. Trophies will be awarded to the top three finishers in each age and gender group, and the top five finishers in each age group will qualify for the IronKids National Championship, September 17 in West Des Moines, Iowa.

“We are delighted that IronKids is returning to Alpharetta and look forward to hosting another record-setting event,” says Janet Rodgers, President and CEO of the Alpharetta CVB. “We encourage our visitors to make a weekend of it at one of Alpharetta’s 23 upscale yet affordable hotels and explore all that Alpharetta has to offer in the way of family-friendly fun and entertainment.”

To register for IronKids Alpharetta, volunteer or learn more, visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

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#### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit [awesomealpharetta.com](http://awesomealpharetta.com) for more information.

**About IronKids**

World Triathlon Corporation acquired IronKids in 2007 from the Sara Lee Corporation that owned the event series since 1985. In its inaugural year, 2009, the IronKids National Triathlon Series hosted nine events, including a National Championship. In 2010, the series grew domestically as well as globally, with international licensed events taking place throughout Europe and Asia-Pacific. In 2011, the series expanded to more than two dozen events in the U.S., including 14 races in the Hy-Vee IronKids Midwest Triathlon Series presented by Dole. IronKids has seen more than 50,000 participants in its history.