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### **IronKids Alpharetta Triathlon Just Weeks Away**

On Sunday, September 13, 2009, IronKids will hold its seventh event of the national triathlon series in Alpharetta, Georgia, drawing youth ranging from 6 to 15 years of age. The triathlon will begin at 8 a.m. and take place at Wills Park. Participants will swim in an outdoor pool, bike on closed roads and run on paved walkway and grass. All finishers will receive a commemorative medal, trophies will be awarded to the top three finishers in each age group and the top five finishers in each age group will qualify for the IronKids National Championship on October 4 in Tucson, Arizona. Local partners include the Alpharetta Convention and Visitors Bureau (CVB) and the City of Alpharetta. Host hotels, Staybridge Suites, Embassy Suites Atlanta - Alpharetta and the Hilton Garden Inn North Point, will offer discounts to participating families.

Director of IronKids, Michelle Payette, comments, "The IronKids mission is to inspire and motivate youth through sport to lead an active, positive and healthy lifestyle. We are excited that IronKids is returning to such a great event venue at Wills Park in beautiful Alpharetta. Alpharetta is an active, health-focused community and one that not only supports our goals, but also fully embraces them."

The IronKids Expo, along with registration and packet pick-up, will take place at Wills Park on Saturday, September 12, from 11 a.m. to 4 p.m. and on Sunday, September 13, from 8 a.m. to 11 a.m. Additionally, registration will take place on race morning, Sunday September 13, from 6:30 a.m. until 15 minutes prior to each division entering the water. IronFlix, a children's film festival that is free and open to the public, will be available in multiple viewings, on Friday, September 11, (evening outdoor screening) and throughout the day on Saturday, September 12. Presented by KIDS FIRST!, viewers will experience a mix of inspirational animated shorts and feature films.

Adds Janet Rodgers, President and CEO of the Alpharetta CVB, "We are proud to partner with the

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IronKids organization in bringing this triathlon to Alpharetta and encourage visitors to visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com) and explore all the city has to offer in the way of shopping, dining and entertainment.”

Distances for the IronKids Triathlon will vary, depending on the age of participants:

- *Junior* (ages 6 to 8): 50-yard swim, 2-mile bike and 500-yard run
- *Intermediate* (ages 9 to 11): 150-yard swim, 4-mile bike and 1-mile run
- *Senior* (ages 12 to 15): 300-yard swim, 8-mile bike and 2-mile run

World Triathlon Corporation acquired IronKids from the Sara Lee Corporation that owned the event series since 1985. IronKids’ events have seen more than 40,000 participants in its history. IronKids has introduced some of the sport’s greats with past participants including seven-time Tour de France champion, Lance Armstrong and U.S. Olympians, Hunter Kemper and Laura Bennett. The 2009 IronKids National Triathlon Series includes eight events in locations such as Avon, Colo., Oklahoma City, Okla. and Tucson, Ariz. National partners such as K-Swiss, Aqua Sphere, CLIF Bar, SAM (Store & Move) and Timex will support this year’s series.

To register for the IronKids Alpharetta Triathlon, see locations for IronFlix and learn more about the IronKids brand, visit [www.IronKids.com](http://www.IronKids.com). For volunteer or sponsorship inquiries, contact Michelle Payette at [Michelle@IronKids.com](mailto:Michelle@IronKids.com). Media members may direct questions to Blair LaHaye at [Blair@IronKids.com](mailto:Blair@IronKids.com), 727.808.0646 or Catie Case at [Catie@IronKids.com](mailto:Catie@IronKids.com), 813.927.3664.

#### **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 [www.awesomealpharetta.com](http://www.awesomealpharetta.com) for more information.

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