



Media Information

For immediate release:

Triathlon industry comes together ahead of biggest year

To mark the start of what promises to be the biggest ever year for the sport in this country, the triathlon business community has today incorporated a new trade body, the Triathlon Industry Association, to act as a central representative for UK-based manufacturers, distributors and suppliers of swim/bike/run products.

Britain currently reigns supreme in the sport of triathlon, boasting the reigning Ironman Triathlon World Champion (Chrissie Wellington), ITU Men's and Women's Triathlon World Champions (Alistair Brownlee and Helen Jenkins) and ITU Sprint Triathlon World Champion (Jonathan Brownlee).

Following last year's golden double by Alistair Brownlee and Helen Jenkins in the Hyde Park dress rehearsals, there is considerable expectation of British medal success ahead of this summer's Olympic triathlon events. In order to leverage fully the benefits of any success, harness the nation's excited anticipation and maximise promotional opportunities for the sport, multisport companies will now share a voice.

The success of Britain's triathlon elite is being mirrored by the growth of associated UK businesses. The industry now comprises more than 200 companies and continues to buck the economic trend by maintaining double digit rates of growth.

The objectives of the Triathlon Industry Association will include providing its members with:

- a central representative body to put forward the industry's views to media, government, parliament and Europe
- ongoing research, statistics, analysis and other relevant market information
- networking and business development opportunities
- a forum for the exchange of non-competitive information

Central to the Triathlon Industry Association's calendar of events will be an annual trade gathering, of which the inaugural iteration will this year be staged at Sandown Park on Friday, February 24.

The driving force behind the formation of the Triathlon Industry Association has been a triumvirate of David Townsend of TCR Shows, Paul Shanley of Tri247.com and Gary Roethenbaugh of triathlonbusiness.com, who will coordinate, manage and establish the Association until the election of a Members Board at its first AGM.

David Townsend has been enthused by industry reaction. He comments, “we received nothing but positivity for the initiative from a variety of businesses and this has been reflected by the number of advance sign-ups we have had. Without exception, people we spoke to acknowledged the need to develop a collective voice in recognition of the maturity of the industry.”

Initial founding members of the association include Aqua Sphere, Chain Reaction Cycles, Clif Bar, Dean Jackson, Orca, Speedo, TCR Shows, TFN, Tri247.com, triathlonbusiness.com, Xtra Mile Events and ZipVit.

Joining fees for the Triathlon Industry Association will be £350. To sign up, go to www.competition.org.

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