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Media Information  
For immediate release

### **NEW TIA BOARD APPOINTS NICK RUSLING AS CHAIRMAN**

Nick Rusling, CEO of Human Race Group, has been appointed Chairman of the new Triathlon Industry Association (TIA) board, and will be supported in the role by Mel Berry of Avalanche, as Deputy Chairman.

Rusling will take the reins from David Townsend (TCR Shows) and Jim Peskett (Competitor Group), who have shared the role for the past year.

Since its inception in November 2011, TIA has become the authoritative source of data about triathlon in the UK through the publication of two TIA Annual Triathlete Surveys. TIA has established itself as the voice of the industry, in line with its mission to provide a platform for its industry members to work as an effective collaborative force to develop, grow and protect the sport of triathlon in Britain.

“The sport of triathlon is going through another critical phase in its development with so much competition out there to capture people’s time,” comments Rusling. “Our industry is an exceptionally friendly and co-operative one and we share a number of collective objectives, all of which makes my new role as Chairman of the TIA both rewarding and challenging.

“I started with this great sport when the London Triathlon had 800 people and every journalist called triathlon ‘gruelling’. We’ve come a long way since then but we need to keep learning to ensure our development as an industry and sport continues and I hope I can play my part in this process over the coming months.”

Rusling will be supported by Deputy Chair, Mel Berry of Avalanche whose responsibilities will include overseeing issues arising over kit and equipment, in line with her commercial background.

The TIA comprises event organisers, equipment manufacturers, tour operators, retailers, distributors and media.

The new TIA Board is as follows:

Nick Rusling	Human Race (Chairman)
Mel Berry	Avalanche (Deputy Chairman)
Sue Anstiss	Promote PR
Ian Clarke	Orca
Matthew Evans	Activity Wales
Brendan Fox	Sports Tours International
Pete Gowans	ERDINGER Alkoholfrei
Darren Gratton	220Triathlon
Simon Hill	Xtra Mile
Dean Jackson	Huub
Fliss Jackson	Thistle Insurance
Nick Pape	ActivInstinct
James Robinson	IMG
Gary Roethenbaugh	MultiSport Research
Paul Shanley	Tri247
Damon Street	Zoot
David Townsend	TCR Shows

For further information, visit: [www.triathlonindustryassociation.org](http://www.triathlonindustryassociation.org)

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