



New Orleans Tourism Marketing Corporation
 2020 St. Charles Avenue | New Orleans, LA 70130 | 504/524-4784 | 504/524-4780 fax
www.NewOrleansOnline.com - The City of New Orleans' Official Tourism Web Site

Lea Sinclair
 Communications Director
 504/524-4784 (office)
 504/491-5330 (mobile)
lea@notmc.com

IRONMAN 70.3 NEW ORLEANS

Professionals and amateurs swim, bike and run 70.3 miles through the Big Easy

New Orleans, LA – First held in New Orleans in 2009, Ironman 70.3 New Orleans has grown to be one of the city's largest sporting events, attracting thousands of professional and amateur racers from around the world. Triathletes swim, bike and run a 70.3-mile course that takes them through the choppy waters of Lake Pontchartrain, down the swamp-lined roads of New Orleans East and through the French Quarter and City Park.

An Ironman 70.3 event consists of a 1.2-mile swim, a 56-mile bike ride and a 13.1-mile run. It is a shortened and half version of a full Ironman Triathlon which is a 2.4-mile swim, 112-mile bike ride and a full 26.2-mile marathon. Ironman 70.3 New Orleans is one of more than 40 qualifying events for the Ironman World Championship, an event which has been held annually since 1978.

When more than 3,000 athletes showed up for the first Ironman 70.3 New Orleans, it made history as the largest 70.3 event in the world. The temperate climate, flat geography and exciting atmosphere have made New Orleans a popular race destination.

While many professionals compete in Ironman events for cash prizes, most participants enter the event simply to finish or beat their own personal record (PR). Ironman pushes participants to the edges of human endurance and most mark it as the ultimate physical accomplishment. As a motivating and inspiring event, Ironman has even attracted disabled participants, some who have completed races with prosthetic legs.

Since its inception, Ironman has helped grow the sport of triathlon. An Olympic triathlon (added to the 2000 Summer Olympics) consists of a .93-mile swim, a 25-mile bike and a 6.2-mile run. All across the country, communities and race organizers also hold shorter triathlons and super short "sprint" triathlons.

An economic impact study by the University of New Orleans the Greater New Orleans Sports Foundation found that the event brings in more than \$13 million for the city every year. Ironman 70.3 New Orleans is held annually in April. For more information on the event, visit the web site at www.ironmanneworleans.com.

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. NOTMC's annual marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: www.NewOrleansOnline.com; www.NewOrleansMuseums.com; www.HearNewOrleansMusic.com.