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SYDNEY SHOWCASE ON TRACK FOR ITU WORLD SERIES OPENER *Course confirmed and website launched for Dextro Energy Triathlon*

Sydney has switched to full event mode for the opening round of the 2010 Dextro Energy Triathlon ITU World Championship Series, with the launch of an event website and confirmation of one of the world's most spectacular courses.

The race will see male and female elite races conducted in and around Sydney Harbour on Sunday, April 11, when Australia's Emma Moffatt and Great Britain's Alistair Brownlee will look to begin the defence of their world titles in style.

The official event website <http://sydney.com.au/triathlon> is now live and can be found on the ITU site along with the other six host cities. It provides athletes, fans and officials with all they need to know about race information, visitor information, commercial opportunities, volunteering, media services and the stunning array of attractions in Sydney.

New South Wales Premier, Kristina Keneally, said the event and its official website promotes Sydney as a stunning destination and world class sporting events host.

"This event will showcase the best of Sydney to the world, once again confirming our place as the major events capital of Australia," Ms Keneally said. "The event website – a joint initiative between the ITU, the NSW Government through Events NSW and Triathlon Australia – features everything you need to know about the event and gives visitors a taste of the many experiences on offer in New South Wales. It's sure to capture the imagination of every sporting fan," she said.

USM Events, the company that delivered the inaugural World Championship Series grand final on the Gold Coast last year, has been contracted to run the much-anticipated series opener for 2010.

It has worked closely with Events NSW and Triathlon Australia to secure a spectacular race course that will feature many of the elements that helped usher triathlon into the Olympic Games so memorably in 2000. The transition area will be at the foot of the Sydney Opera House steps; the 1500-metre swim will consist of two laps in Farm Cove; the 40-kilometre bike leg will consist of eight laps along Macquarie Street and the Cahill Expressway, overlooking Circular Quay; and the 10-kilometre run will feature four laps along the same streets.

International Triathlon Union (ITU) President Marisol Casado said it was exciting to return to the site where triathlon was introduced to the Olympic Games a decade ago.

"After the success of the 2009 series which brought unprecedented audiences and financial backing, it's fantastic to go back to the site that introduced triathlon to the Olympics. The first event of the 2000 Sydney Olympics is now, 10 years on, the first event of the Dextro Energy Series," she said.

"With the support of Events NSW and Triathlon Australia, we will be able to relive those wonderful moments and compare how far we have come in a relatively short time. The 2010 Dextro Energy Triathlon ITU Triathlon World Championships Series is off to a magnificent start in one of the truly iconic and global cities in the world."

Start times for the Sydney event have been confirmed, with the men to start at 7am (Australian Eastern Standard Time) on April 11 and the women to start at 9.45am.

While only elite races will be run in its initial year, mass participation events are proposed as part of a weekend festival from 2011 onwards, including an Olympic Distance triathlon that will boast a multi-loop bike course taking competitors over the Sydney Harbour Bridge four times. Maps for this proposed age group course can also be found on the event website.

Elite map attached

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