



# News Release

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## ***Multisport championships to put Penticton firmly on world triathlon map***

February 8, 2017

**Penticton** - The first-ever International Triathlon Union (ITU) Multisport World Championships Festival (Penticton 2017) is coming to the City August 18-27.

The City has now formalized the agreement with long-time triathlon event organizer Michael Brown after initially approving a bid for the event back in 2015. The ITU announced Penticton's successful bid in May of 2015 and putting the official agreement in place with Brown is one more milestone on the road to hosting this epic event.

"Penticton 2017 goes way beyond anything that has been held in the city's 35-year triathlon history and represents a long-term investment into securing our place as a world-class triathlon destination. It will provide huge exposure for our city not only as a place to train or compete, but also a great place to live, work and play," says Mayor Andrew Jakubeit.

"The agreement is also a strong reminder that the event is fast approaching and whether you are thinking of volunteering, wondering how your business can capitalize on the influx of visitors, or would like to offer a homestay to some of the many international athletes, it's time to get moving."

The Penticton and Wine Country Chamber of Commerce, Travel Penticton and the Downtown Penticton Association are all firmly behind the event. Chamber of Commerce President Michael Magnusson stated, "An event of this magnitude will be a boost for the Penticton business community – there's no question. Our focus now for local business is to get stocked up and be prepared. The excitement is in the air!"

While the City is firmly focused on sports tourism and triathlon in particular as a long-term economic development strategy, the immediate economic impact from Penticton 2017 is estimated to be upwards of \$15 million dollars with as many as 40,000 room nights being required.

The 10-day festival will see up to 5,000 athletes and 7,000 visitors from as many as 50 countries vie for world championship status in six events including Penticton's signature event, long distance triathlon. Unlike past triathlons in the City, Penticton 2017 will feature athletes racing for their country after qualifying through their national federation.

Brown stated, "With six world championships up for grabs, a top-quality international field, and several thousand competitors taking part, the event is an incredible opportunity to showcase what Penticton offers to a world audience of endurance athletes.

The event is the culmination of Penticton's long involvement with triathlon and the thousands of local residents who have devoted their time and effort to organizing, sponsoring, volunteering, training and competing over the past three decades. A successful event in 2017 will provide opportunity for another host-city bid in 2022. The annual Challenge Penticton event is also taking place this year with the date moved to July 23 to accommodate the schedule for Penticton 2017.

**City of Penticton contact:**

Mark Parker

Communications Officer

250-490-2583

[mark.parker@penticton.ca](mailto:mark.parker@penticton.ca)

**Penticton 2017 & ITU media inquiries:**

Holly Bird at [media@penticton2017.com](mailto:media@penticton2017.com)