



Ville de
MONT-TREMBLANT



**Press release
For immediate distribution**

Official Launch of Ironman Mont-Tremblant
More than 2,000 athletes to converge on Mont-Tremblant in 2012

Mont-Tremblant, June 6, 2011 – The prestigious Ironman global series will now include a new, choice destination: Ironman Mont-Tremblant. It was in the presence of the minister in charge of governmental Administration, the president of the Treasure Council and the minister in charge of the Laurentians region, Ms. Michelle Courchesne, and of the mayor of Mont-Tremblant, Mr. Pierre Pilon, that this important announcement was made this morning. The course, which consists of 3.86 km of swimming, 180.2 km of cycling and 42.2 km of running, will take place on **August 19, 2012**. Minister Michelle Courchesne will share the honorary presidency of the 2012 edition of Ironman Mont-Tremblant with Quebec triathlete, Pierre Lavoie, founder of the Pierre Lavoie Challenge.

The agreement with World Triathlon Corporation (WTC) for Ironman Mont-Tremblant has a term of five years, renewable after 2016. The direct and indirect economic impact is estimated at more than 20-million dollars per year.

The contribution of the government of Quebec, through the Ministère des Transports, will be carried out at two levels. Support will be offered to the organizers to manage traffic on event day. Additionally, investments of approximately six-million dollars will be carried out on the road network in the Mont-Tremblant region, so as to comply with the standards of the WTC.

“Our government is proud to be associated with this world-class triathlon competition by investing in the road infrastructure of the city of Mont-Tremblant,” emphasized Minister Michelle Courchesne. “Ironman Mont-Tremblant, which promotes a healthy and active lifestyle, will make it possible for the Laurentians to shine, on both the national and the international scene, and to benefit from significant economic spin-offs. Mont-Tremblant will be a ‘must’ destination for the highest level of sports enthusiasts, and their families who come to cheer them on.”

“Today, Mont-Tremblant celebrates having been chosen to become a host of the Ironman competition,” mentioned the mayor of Mont-Tremblant, Pierre Pilon. “As a tourist destination offering the No. 1 resort in eastern North America, we will offer an unforgettable experience to the competitors, as well as to all those who accompany them throughout their endurance tests. The investments agreed to by the Quebec government and the anticipated spin-offs will profit our great region directly, and will contribute to making Mont-Tremblant a destination not to be missed for sports enthusiasts and tourists.”

“Eastern Canada is an ideal location, as it offers an Ironman event experience for athletes from Quebec, Ontario, the northeast United States and Europe,” said Mitch Fraser, director of event development, World Endurance Canada. “We are happy to add such a dynamic destination to our calendar of events, and we are convinced that our participants will be excited to discover all that Mont-Tremblant has to offer.”

For Pierre Lavoie, honorary co-president of the 2012 edition of Ironman Mont-Tremblant, holding this event in Quebec could not have come at a better time. "I was searching for a new destination for 2012 to participate in my 30th Ironman race. I am sincerely moved to have been invited to serve as co-president for this event, along with minister Courchesne. The idea of being able to accomplish the 30th triathlon in my career right here in Quebec, where my family and friends live, is a dream come true!"

The producer-delegate of Ironman Mont-Tremblant, Dominique Piché, is already enjoying the excitement shown by the local community, the elected officials, and especially by local triathletes. "We are proud to have managed to mobilize a whole community and we thank the elected officials of Mont-Tremblant for their openness and their collaboration throughout the start-up of this world-class project. We also take this occasion to thank the Government of Quebec, which was able to recognize all the potential associated with our event, in matters of economic spin-offs, of benefit for the community, of tourist traffic, and of seeing Quebec shine on the international scene."

More than 2,000 participants from Canada and around the world are expected for the inaugural event in 2012. Online registration will open on June 15, 2011, at noon, at: www.ironmanmonttremblant.com.

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Source

Ironman Mont-Tremblant
www.ironman.com / www.ironmanmonttremblant.com

Information

Josée Massicotte
Ironman Mont-Tremblant
514 388-0169 / massicottejosee@videotron.ca

France Léonard
Ville de Mont-Tremblant
819 681-6432 / fleonard@villedemont-tremblant.qc.ca

Marie-Ève Labranche
Regional press assistant
Office of the minister in charge of
the governmental administration,
president of the Council of the treasury and
minister in charge of the region of
the Laurentians
450 689-5516 / marie-eve.labrance@sct.gouv.qc.ca