



# IRONMAN 2013

Madison, WI September 8, 2013



IRONMAN's long-standing relationship with the city of Madison, Wis. will continue through 2018. IRONMAN Wisconsin first took place in 2002 and features a challenging course that is a staple on the IRONMAN triathlon circuit.

“We are thrilled to announce the contract extension of IRONMAN Wisconsin through 2018,” said Deb Archer, CEO of the Madison Area Sports Commission (MASC). “Over the past 12 years, we have built a strong and mutually beneficial relationship with the event’s organizers, World Triathlon Corporation. IRONMAN Wisconsin is an exciting event for our entire region, including communities such as Verona and Cross Plains that have played an integral part in the event’s success. Together with these communities, the thousands of eager volunteers from the Madison area and the destination’s natural assets, we have built this event into one of the premier races on the IRONMAN schedule.”

Ryan Brothers Ambulance has been IRONMAN Wisconsin’s ambulance service provider since 2002 and will continue to provide the highest level of care to world class IRONMAN athletes through 2018.

“The continuation of this relationship helps to secure Madison’s position as a premier sports destination,” said Vince Sweeney, Chair of the MASC. “The bigger win is really for all of us who live here; not only do we get to continue to host a world class athletic event, we also benefit from the significant economic impact that this event has on our area.”

Known as one of the most spectator-friendly courses, IRONMAN Wisconsin features over 45,000 spectators who line the course through Wisconsin farmland and the downtown streets of Madison, Wis. The one-loop, wetsuit-legal swim takes place in Lake Monona, followed by a 112-mile bike that tests athletes with a number of hills as they pass beautiful vistas of rural Wisconsin. The 26.2-mile run offers two loops and spectator support that is unparalleled as athletes run through downtown Madison, passing the University of Wisconsin campus, Camp Randall Stadium, State Street and the scenic path alongside Lake Mendota before finishing at the state capitol building.

“This contract extension continues the strong relationship between IRONMAN, the MASC and the greater Madison community,” said Ryan Richards, IRONMAN Wisconsin race director. “We have many IRONMAN triathlon fans here as seen by the spectator support and we’re excited to see this relationship continue.”

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