



July 29, 2009

For Immediate Release

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Branson To Host Newest Ironman 70.3 Event

Ironman 70.3 Branson will be the latest addition to the Ironman 70.3 Event Series. On September 19, 2010, the inaugural race will take place in the vacation destination of Branson, Missouri. Ironman 70.3 Branson will serve as one of 34 worldwide qualifying events for the 2010 Foster Grant Ironman World Championship 70.3 in Clearwater, Fla. Professional athletes will be competing for a \$25,000 prize purse.

The 1.2-mile swim will be held in the crystal clear waters of Table Rock Lake in the shadow of the host hotel, Chateau on the Lake Resort, Spa & Convention Center. Athletes will enjoy the ease of walking from the host hotel to the swim start on race morning. Water temperatures are expected to be 70 F. The transition area will be located on the grounds of Moonshine Beach. Following the swim, athletes will cover a challenging 56-mile bike course through the rolling hills of the Ozark Mountains. Athletes will then transition to a flat, spectator-friendly, two-loop run course that will encompass 13.1-miles.

“As the host city for Ironman 70.3 Branson, we are pleased to welcome these world-class athletes and their friends and families,” said Ross Summers, President of the Branson Lakes Area Chamber of Commerce & CVB. “It is a tremendous opportunity for us to show the world what Branson has to offer.”

Branson, Missouri is one of America's top vacation destinations and hosts over eight million visitors each year. Branson offers more than 50 performance theaters and is known as the “Live Music Show Capital of the World.” It also is surrounded by three pristine lakes and the rolling terrain of the Ozark Mountains. Additionally, recently opened Branson Airport offers direct flights from a variety of major cities across the country.

“I look forward to working on another great Ironman 70.3 event and appreciate all the efforts from the City of Branson and the Chamber of Commerce,” said Ryan Robinson, Co-Race Director for Ironman 70.3 Branson. “The new race site is on-par with other great Ironman venues around the world.”

“Branson’s reputation as a popular travel destination, coupled with Ryan Robinson and Tom Ziebart’s expertise in delivering high-quality events, will contribute to Ironman 70.3 Branson quickly developing into a showcase event in the 70.3 Series. The challenging course will serve as an ideal tune-up for November’s world championship in Clearwater and for athletes with a late season Ironman on their race calendar,” said Ironman’s Chief Operations Officer, Steve Meckfessel.

Registration for Ironman 70.3 Branson is now open and will be limited to 2,000 athletes. To register, visit IronmanBranson.com. Athlete inquiries can be directed to info@ironmanbranson.com. All Media-related inquiries can be directed to Blair LaHaye at Blair@ironman.com or 813-868-5940 or Kathleen Bullock at kbullock@bransoncvb.com or at 1-800-214-3661.

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For additional information about Branson’s more than 100 live shows, festivals and special events, theme parks, lakes, golf courses, family attractions, shopping and other features, or to order a free Branson Vacation Guide, call the Branson/Lakes Area Convention & Visitors Bureau at 800-214-3661 or visit our website at www.explorebranson.com.