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### **UKG Ironman Australia Returns To New South Wales This Weekend**

Excitement is building ahead of the return of UKG IRONMAN Australia this weekend, with athletes from across Australia and around the world making their way to the Port Macquarie-Hastings region for the iconic event.

More than 2,700 athletes will be in action on Sunday 4 May, taking on either the IRONMAN or IRONMAN 70.3 triathlons on the New South Wales mid-North Coast.

Rebecca van Pooss, Vice President of Operations for The IRONMAN Group Oceania, said that the team was looking forward to welcoming athletes, their families and supporters back to the region.

“We can’t wait to see thousands of athletes back on the start line in Port Macquarie this Sunday for UKG IRONMAN Australia,” said van Pooss. “IRONMAN Australia is not only an important event for our athletes but it’s also incredibly important to the region and with more than 2,700 athletes racing, along with their families and friends who are travelling with them, it’s set to be a great weekend for all involved.

“As one of the longest standing IRONMAN events in the world, IRONMAN Australia has an incredible history and we look forward to adding another chapter to it this week as we celebrate its 38<sup>th</sup> running,” she said. “This year we’ll see some of the top professional triathletes in the region go head-to-head in IRONMAN 70.3 Port Macquarie, with it being the first time in a number of years that the professional race has been a part of the IRONMAN 70.3.”

NSW Minister for Jobs and Tourism Steve Kamper said: “The NSW Government is proud to support the UKG IRONMAN Australia, an iconic sporting event that will again bring some of the world’s best triathletes to the New South Wales mid-North Coast, stimulating the visitor economy in the Port Macquarie-Hastings region and boosting local businesses and jobs.

“Port Macquarie is a quintessential coastal town and a perfect backdrop for IRONMAN Australia competitors, showcasing our pristine environment and laidback lifestyle, and reinforcing NSW’s reputation for hosting world-class sporting events,” he said.

Port Macquarie Hastings Mayor Adam Roberts welcomed athletes and their supporters to the region.

“On behalf of the Port Macquarie Hastings community, it’s my great pleasure to welcome IRONMAN back for its 38th year of competition,” Mayor Roberts said. “Major events such as IRONMAN are central to the growth and development of regional economies, and we are blessed to have such a large-scale event right here in the Port Macquarie Hastings.

"I have no doubt we'll see yet another huge event this year with participation likely to reach more than 2,700 entrants," he said. "Best of luck to all the passionate and determined competitors, and thank you to the volunteers and event organisers for the major contributions you make to showcase this major sporting spectacle to the world."

Athletes taking on IRONMAN Australia will contest a 3.8km swim, 180km ride and 42.2km run, with those racing IRONMAN 70.3 Port Macquarie facing a 1.9km swim, 90km ride and 21.1km run.

IRONMAN Australia and IRONMAN 70.3 Port Macquarie are supported proudly by the NSW Government, through its tourism and major events agency, Destination NSW.

More on IRONMAN Australia can be found at [www.ironman.com/im-australia](http://www.ironman.com/im-australia)

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#### **About The IRONMAN Group**

The IRONMAN Group is the world's largest operator of participation sports with a portfolio of brands, events, media, partners, merchandise, and digital platforms operating in over 50 countries worldwide. A global portfolio consisting of hundreds of events includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, IRONKIDS®, premier running events including the Rock 'n' Roll® Running Series, the Standard Chartered Singapore Marathon™ and City2Surf®, the UTMB® World Series of trail running, the Epic Series™ of mountain biking including the Absa Cape Epic®, and a collection of road cycling and other multisport races. Since the inception of the iconic IRONMAN® brand and its first event in 1978, millions of athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. From its beginnings as a single race among friends in Hawai'i, The IRONMAN Group has become a global sensation and collection of high-growth lifestyle brands that inspire people to unlock their potential in life. For more information, visit [www.ironman.com/about-ironman-group](http://www.ironman.com/about-ironman-group).