



**PRESS RELEASE
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Successful first edition of IRONMAN Mont-Tremblant

Seeded competitor Romain Guillaume from France won his very first Ironman today while American Jessie Donovan came in first place on the women's side

Mont-Tremblant, August 19, 2012 – Approximately 2,500 triathletes from around the globe (46 different countries) took part in the first edition of IRONMAN Mont-Tremblant today, leading to the crowning of Romain Guillaume from France (who also won the IRONMAN 70.3 in Mont-Tremblant earlier this summer) and American Jessie Donovan as champions. Top professional athletes shared a total of \$25,000 in prizes. The event spokesperson, triathlete Pierre Lavoie, founder of the Pierre Lavoie Challenge, has surprised many by finishing 9th among all athletes (professional and amateur), an achievement that crowns his participation in his 30th IRONMAN. The organizing committee was thrilled with the outcome of this first edition. More than 3,000 volunteers were on site to ensure the success of this prestigious event.

According to the producer-delegate of IRONMAN Mont-Tremblant, Dominique Piché : “We capitalized on the success of the IRONMAN 70.3 event held last June 24 to create a memorable event today and we can certainly say: mission accomplished! We are very 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 organization of this world-class project. We also take this occasion to thank the Government of Québec, 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 Québec shine on the international scene.” The direct and indirect economic impact for IRONMAN 70.3 and today's IRONMAN is estimated at more than 20-million dollars per year.

As with the IRONMAN 70.3 Mont-Tremblant, a five-year agreement has been signed with the World Triathlon Corporation (WTC) for the IRONMAN competition in Mont-Tremblant, renewable after 2016. It's the first time in the history of the IRONMAN that the two events take place in the same region and in the same season.

The course was a very demanding one, with the cycling course running mainly through forest and mountains, and the most challenging elevation change in the course going from 240 metres to 340 metres with a 12 percent slope. The running section of the event was just as testing with more elevation changes going from 215 metre to 260 metres, with slopes ranging between 8 and 13 percent. IRONMAN Mont-Tremblant offered 50 age group athletes the possibility of being eligible for the 2012 IRONMAN World Championship, considered the most challenging endurance event in the world, held in Kailua-Kona, Hawaii (October 13, 2012).

Men's overall results

1. 08:40 :48 Romain Guillaume, France
2. 08:46:58 Alejandro Santamaria, Spain
3. 08:48:12 Matthew Russel, United States
4. 09:04:59 Martin Lamontagne-Lacasse, Canada (Québec)
5. 09:06:23 Ryan Cain, Canada
6. 09:06:34 Pierre-Yves Gigou, Canada (Québec)
7. 09:16:27 Dan Litwora, United States
8. 09:18:13 Daniel Hartkopf, Belgium
9. 09:20:29 Pierre Lavoie, Canada (Québec)
10. 09:28:32 Marc Flageole, Canada (Québec)

Women's overall results

1. 09:30:46 Jessie Donovan, United States
2. 09:42:45 Uli Bromme, United States
3. 09:49:49 Rachel Kiers, Canada
4. 09:54:19 Brooke Brown, Canada
5. 10:14:13 Nathalie Groves, Canada (Québec)
6. 10:14:33 Marie Danais, Canada (Québec)
7. 10:15:30 Judith Mittelmaier, Germany
8. 10:17:42 Katya Meyers, United States
9. 10:27:24 Deborah Powell, Canada
10. 10:27:29 Stacey Stern, United States

Of the 2,536 athletes registered, 56 percent were Canadian, of which close to 40 percent were Quebecois. Athletes from 46 different countries were registered, with the largest number coming from Canada, followed by the United States and Mexico. Seventy-five percent of the athletes were male. The average age of registered participants was 42.5. The oldest participant is 76 years-old and is from Auckland, New Zealand while the youngest triathlete is from Trois-Rivières, Québec and is 18 years old. The only other IRONMAN competition in Canada is held in Penticton, British Columbia.

The next IRONMAN rendez-vous in Mont-Tremblant

Triathletes can already include in their agenda the dates for the 2013 IRONMAN 70.3 and IRONMAN competitions in Mont-Tremblant. The IRONMAN 70.3 will take place on June 23 while the IRONMAN will be held on August 18. Registrations are currently underway for IRONMAN 70.3 Mont-Tremblant. Those for the IRONMAN will be open as of tomorrow, August 20, for the registered athletes and volunteers of 2012 and as of August 22 for the other triathletes interested. For more information: www.ironmanmonttremblant.com

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SOURCE: IRONMAN Mont-Tremblant
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