



For Immediate Release

**CHALLENGENORTHAMERICA, USA TRIATHLON AND THE
PROFESSIONAL TRIATHLETES ORGANISATION TO PARTNER AT ICONIC
CHALLENGEDAYTONA RACE IN DECEMBER**

*Event to feature an array of age-group races and a PTO Middle Distance World
Championship with a prize purse of \$1,000,0000*

Daytona Beach and Colorado Springs, USA and London, England –

It was announced today that USA Triathlon and the Professional Triathletes Organisation have joined forces with **CHALLENGENORTHAMERICA** to be part of its iconic **CHALLENGEDAYTONA** race at Daytona International Speedway on December 4th, 5th and 6th. The three-day triathlon festival will attract athletes from around the world to compete at the “World Center of Racing ®” and will feature an array of different events, including age-grouper sprint and middle-distance events, junior challenges, a Pro-Am relay and will culminate with a PTO Middle Distance World Championship Race with a \$1,000,000 prize purse for the world’s top professional triathletes.

William Christy, CEO of **CHALLENGENORTHAMERICA** shares, “In often a divided world, triathlon has been a unifying force for athletes across the globe. We come together to compete as a family of global athletes. The global pandemic has displaced athletes and cancelled races and now more than ever, our world needs to unite. Our festival allows us to cheer and compete for a shared cause.”

“The COVID-19 pandemic has impacted our daily lives and routines in dramatic ways. As we adjust and adapt to these changing circumstances, we also know that our entire multisport community is eagerly awaiting the day we can safely and responsibly race again,” said Rocky Harris, USA Triathlon CEO. “USA Triathlon is proud to support **CHALLENGENORTHAMERICA** and the PTO by sanctioning a world-class event in December that will showcase the camaraderie of our sport.”

Charles Adamo, PTO Chairman, stated “The PTO is pleased to be able to work with the USA Triathlon and **CHALLENGEDAYTONA** to support the triathlon community to provide race opportunities for athletes. Since many professional events have been cancelled and some races rescheduled without a professional

prize purse, the PTO is committing \$1,000,000 of prize money for the PTO Middle Distance World Championship.”

In addition, the PTO Championships on December 6th, the **CHALLENGEDAYTONA** Festival weekend will include a wide array of events catering to athletes of all ages and abilities. The event weekend is anticipated to host the following events:

- PTO Middle Distance World Championships
- Sprint and Middle-Distance Triathlons
- Junior Challenge kids’ race
- Pro Am Relay Race
- 5K/10K run/walk events
- Relay categories
- Duathlon and Aquabike events

The top six male and female finishers in each Middle-Distance Triathlon age group will qualify for entry in **THE CHAMPIONSHIP**, to be held in May 2021 at the x-bionic sphere in Samorin, Slovakia.

Zibi Szlufcik, **CHALLENGEFAMILY** President of the Board, commented, “While there is still uncertainty associated with the effects of the global pandemic, we know that planning, preparation and hope must continue for the triathlon community. Our teams are busy making the necessary preparations for what we all hope will be a tribute to our sport.”

About CHALLENGENORTHAMERICA

CHALLENGENORTHAMERICA is led by athletes to enhance race experience for athletes and their families. Our mission is to advance the sport with family-friendly, professionally managed and family inspired races for all ages and all race abilities. **CHALLENGENORTHAMERICA** is extending the legacy of **CHALLENGEFAMILY** to the North American triathlon market. With the experience of almost 40 full and middle distances in 26 different countries, **CHALLENGENORTHAMERICA** has founded a new hallmark event at the iconic Daytona International Speedway®, home of “The Great American Race®”—the DAYTONA 500®, and voted “Best New Race” 2018 by Triathlete Magazine.

About CHALLENGEDAYTONA

Are you ready to swim, bike, and run at the “World Center of Racing®”? From December 4th- 6th, 2020, Daytona International Speedway will welcome triathletes and triathlon fans from around the world to **CHALLENGEDAYTONA**. Named “Best New Race” 2018 by Triathlete Magazine, the entire festival of events will take place at the approximately 500-acre motorsports complex, home of “The Great American Race®”—the DAYTONA 500®. www.challenge-daytona.com

About USA Triathlon

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon and paratriathlon in the United States. Founded

in 1982, USA Triathlon sanctions more than 4,300 events and connects with more than 400,000 members each year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors — as well as the USA Triathlon Foundation — USA Triathlon provides leadership and support to elite athletes competing at international events, including International Triathlon Union (ITU) World Championships, Pan American Games and the Olympic and Paralympic Games. USA Triathlon is a proud member of the ITU and the United States Olympic & Paralympic Committee (USOPC).

About The Professional Triathletes Organisation

The Professional Triathletes Organisation is a not-for-profit entity representing the body of professional triathletes and seeks to showcase the passion, talents, determination, struggles and achievements of the dedicated professionals who strive to realise the highest levels of the sport and inspire all those who are a part of the triathlon community.

About Daytona International Speedway

Daytona International Speedway is a state-of-the-art motorsports facility and was awarded the SportsBusiness Journal's prestigious Sports Business Award for Sports Facility of the Year in 2016. Daytona International Speedway is the home of "The Great American Race" – the DAYTONA 500. Though the season-opening NASCAR Cup Series event garners most of the attention – as well as the largest audience in motorsports – the approximately 500-acre motorsports complex, also known as the "World Center of Racing," boasts the most diverse schedule of racing on the globe. In addition to at least nine major event weekends, the Speedway grounds are also used extensively for events that include concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training. For more information, visit DaytonaInternationalSpeedway.com.

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