

World Triathlon Corporation Launches 2010 Australian Half Ironman Series

World Triathlon Corporation, owner of the Ironman and Ironman 70.3 brands, announces the launch of the 2010 Australian Half Ironman Series. Celebrating its fourteenth year, the six-race national series will see athletes vie for success in the overall point score Half Ironman championship.



WTC will oversee the 2010 series in association with existing Half Ironman licensed event organizers Triathlon Western Australia, X-Tri Australia, USM Events, Shepparton Triathlon Club & the Port Macquarie Ironman Local Organizing Committee.

“Competitors from Australia and around the world will again have the opportunity to race Half Ironman in Australia in what are quality, world class events conducted by organizers with many years experience,” says Shane Smith, WTC General Manager - Australia, “WTC looks forward to working with the licensees to continue what is a great series for triathlon in Australia.”

The Australian Half Ironman Series begins May 1 in Busselton, Western Australia and runs through to December. The 2010 Series will be the first bridge to WTC’s plans to re-format and revitalize Ironman and Ironman 70.3 Series for Australia. Over the coming weeks, WTC plans to make additional announcements about the future development of the Series.

2010 Australian Half Ironman Series Calendar:

Busselton Half Ironman	Saturday, May 1	Busselton, Western Australia
Capricorn Half Ironman	Sunday, August 15	Yeppoon, Queensland
Gold Coast Half Ironman	Sunday, October 3	Gold Coast, Queensland
Port Macquarie Half Ironman	Sunday, October 31	Port Macquarie, New South Wales
Shepparton Half Ironman	Sunday, November 14	Shepparton, Victoria
Canberra City Half Ironman	Sunday, December 12	Canberra, Aust. Capital Territory

Championship Point Score: All athletes competing in the Half Ironman Series will be entered automatically into the Half Ironman Championship Point Score, which will see the best of three results from an individual - from any of the six Half Ironman events – calculated to determine the Australian Half Ironman Series Open and Age Group national champions.

For additional information on the 2010 Australian Half Ironman Series, as well as Championship Point Score rules and Ironman Australia 2011 validation, visit www.ironman.com, australianhalfironmanseries.com or email halfseries@ironman.com.