



Outback Events Acquires the Sylvan Lake Half Iron Event

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Outback Events Ltd has officially acquired the Sylvan Lake Half Iron previously owned by Transition Events.

"We are excited to take over this event in what we think is the best venue for triathlon in the Province. We had been looking for another great venue to add to our race series and Sylvan Lake is a great fit for us" said Joe Dixon of Outback Events.

"We are working with the Town of Sylvan Lake and Alberta Triathlon Association for final approval to make changes to the course and transition that we feel are essential and that will greatly improve and make the event safer right away. Once approval is secured for these changes we will proceed further with the event."

Changes under consideration this year include a new swim course, transition, run course and post race awards. "We are looking at previous feedback from athletes and notes from our initial site visit on how we can best execute a safe race and to improve the race experience for our athletes. The community has provided great support of the event over the past five years and we look forward to that continued support this year and in future."

"Sylvan Lake is gaining an excellent reputation for hosting athletic events and we are pleased to see Outback Events manage and execute our 6th annual Sylvan Lake Half Ironman. Outback Events brings considerable expertise and enthusiasm that is guaranteed to make this a memorable, safe and fun race for all participants and spectators" said Mayor Susan Samson.

Sylvan Lake is situated between Calgary and Edmonton and is one of the fastest growing communities in Alberta. Sylvan Lake is a popular tourist destination attracting from around Alberta with over 1.5 million visitors a year.

Outback Events Ltd. is a Kelowna, BC based Sports Management Company owned and operated by Joe and Sarah Dixon since 2002.

Along with the Sylvan Lake Half Iron Outback Events also produce the Cultus Lake Triathlon, Oliver "Wine Capital of Canada" Triathlon, Persona Oliver Half Iron and the Persona Desert Half Iron in Osoyoos. On top of these events Joe is also the race director at Subaru Ironman Canada.

For further information go to www.outbackevents.ca