



## Newsletter November 2009

### Big pre-Christmas action: **TEAMChallenge** offers another 330 start places for Roth!

Once again **TEAMChallenge** is going to launch its popular pre-Christmas action. Those who would still like to take part in the Challenge Roth triathlon on July 18 will have a very last chance to get hold of one of the last-minute start places which will be available in the big pre-Christmas action on **Sunday, December 6, at 10 a.m.** There will be 250 start places for individual starters and 80 relay places. On Sunday, December 6, at exactly 10 a.m. the online application form will once again be available on the homepage of the website [www.challenge-roth.de](http://www.challenge-roth.de) – of course only until all remaining tickets are booked up. In view of the unbelievable success of last year's pre-Christmas action (the tickets were gone within 10 minutes), **TEAMChallenge** is going to repeat it this year, and part of the receipts will again be used to support charity projects. The tickets will be sold on a "first come, first served" basis. The fee for individual starters will amount to EUR 450, and for relays to EUR 500. For each start place EUR 50 will be donated to charitable institution in the Nuremberg region, namely the Ehlers-Danlos Initiative that supports persons suffering from connective tissue disorders, and the Freundeskreis Nürnberg that helps addicts. So keep the date in mind and good luck!

### Thanks to Quelle for 19 great years!

The triathlon event in Roth and Quelle could almost have celebrated the 20<sup>th</sup> anniversary of their co-operation, but the insolvency of Quelle, the long-time title sponsor of the former Ironman and the current Challenge Roth triathlon event, upset these plans. **TEAMChallenge** truly regrets the end of the highly constructive and successful co-operation of almost two decades. Not only because this means the loss of sponsorship money for the organisation of the world's biggest long-distance triathlon event, but also in view of the trusting co-operation in all those years. "Quelle's sponsoring never was a mere financial transaction, but from the very start the co-operation was marked by friendship and was based on our common enthusiasm for triathlon", says Challenge organizer Felix Walchshöfer. "The great commitment by Quelle was closely linked with their marketing manager Gerhard Zahn, who was our contact person from the very start. We owe him very much and he has long become a close friend. I would like to sincerely thank the corporate

management, Gerhard Zahn and his team for 19 great years.” After the end of the sponsoring by Quelle, a new era will start for the “best old race” in 2010 – the 9<sup>th</sup> edition of the classic triathlon event will for the first time be held without the “Quelle” part in its name on July 18 next year. However, the organisation of the competition will not be in any danger: “We are glad to say that we were able to establish a broad basis of co-sponsors apart from Quelle in the past few years. In addition, we can benefit from synergy effects from the Challenge world series which meanwhile comprises eight races, so that we can save considerable costs in the organisation process and in marketing”, says Walchshöfer. “We are a strong and solid business which continues growing. For this reason we will not only be able to keep up the quality standards at next year’s Challenge Roth, but we will be able to improve the quality even more.”

### **World record times and emotional highlights: New DVD of 8<sup>th</sup> Quelle Challenge Roth has been published**

TV journalist Günther Schäfer captured the highlights of the 8<sup>th</sup> Quelle Challenge Roth, among other things the new breath-taking double world record of the female athletes, on a DVD that has now been published. In about 50 minutes the film called “Family festival in Roth” shows dynamic pictures of almost all important parts and events of the whole race of the top athletes from swim start to finish-line. There are impressive images of Chrissie Wellington’s famous world record, Michael Göhner’s extraordinary finish and the excellent performance of all top athletes. At the same time the film also shows the competition of the age-group athletes as the real “heroes of Roth”. It’s all about the fascination of triathlon at the “best old race”, about the great emotions that surround this sports event in Roth. Spectacular aerial images show the city that is so crazy about triathlon. Eight cameramen captured the enthusiasm of more than 150,000 spectators along the race course and the commitment of about 4,500 volunteers at the hot spots and aid stations. The images of the famous “Finish-Line Party” in Roth, Felix Walchshöfer’s final speech, and the fireworks at the crowded triathlon stadium are the finale and highlight of the extraordinary film. Experience the best moments of the 8<sup>th</sup> Quelle Challenge Roth full of joy and emotions on the new DVD, which is now available at [www.challenge-shop.de](http://www.challenge-shop.de) at EUR 19.90 plus postage fees.

### **Applications for Challenge Barcelona-Maresme now possible**

After the successful premiere of the long-distance Challenge Barcelona-Maresme on October 5, the dates for the 2010 races have now been fixed: On May 16 the half Challenge will take place for the second time, and on October 3 there will be the long-distance race. The application forms are now available on the new homepage [www.challenge-barcelona.es](http://www.challenge-barcelona.es) – you’d better be quick!