



*\_EN\_ for immediate publication*

## Minnesota to host inaugural TriStar111 in the U.S.

**On 27 August 2011, TriStar will introduce a new and successful race format and fun-focused triathlon approach to the United States of America**

17 MAY 2011, Monte Carlo/Monaco, Maple Grove, MN, U.S.A.

**TriStar111 Minnesota on 27 August 2011 will complement a top 5 race as voted in the 2010 Triathlete's Choice race of the Year, Maple Grove Triathlon: Dare to TRI. The triathlon race over a total distance of 111km (approx. 69mi) in the popular cycling destination invites athletes to enjoy beautiful landscapes and a weekend full of triathlon fun.**

TriStar111 Minnesota will be held on 27 August 2011 in Maple Grove. The first Maple Grove triathlon took place in 2010 and was voted a top 5 race in the Minnesota TRI News 2010 Triathlete's Choice Race of the Year. The new TriStar format will bring the European style of fun-focused triathlon racing to the United States, featuring a 1km swim (0.6mi), 100km of cycling (62mi), and 10km of running (6.2mi).

"After a long process of finding the right situation to launch our brand and new format of Triathlon in the USA, I am very happy to make this initial *kick off* with the team lead by Lindsey Kurhajetz and Jeanette Neumann. I am certain that our new format will be leaving its footprints in the triathlon scene in the US. Minnesota as a major metropolis in the States with its sports enthusiasm is the perfect destination to make this happen", says Georg Hochegger, CEO of Star Production SARL.

TriStar111 Minnesota takes place in a nationally recognized epicentre for cycling that continues to win awards and accolades for its progressive cycling community. Beginning in Weaver Lake, athletes will take to the water for the 1km swim. After a swift transition to the bike, participants will enjoy the 100km cycling course offering scenic views of the Maple Grove, Plymouth and Corocan's rolling landscape. Rounding out the race is the 10km run around Weaver Lake making two loops before finishing in the heart of the park before crowds of spectators.

"Over 1000 elite, avid and amateur triathletes are expected to make the 2011 event roster and compete in the event's Sprint, Olympic and the brand new TriStar111 distance. We're pleased and honoured to be part of the first TriStar event in the US", says Lindsey Kurhajetz, Race Director at Dare to Dream Events, Star Production's partner for the TriStar111 Minnesota event.

The Maple Grove Triathlon built an inviting triathlon platform in its first edition in 2010 with 500 participants. A spacious venue centrally located in the northwest metro, Weaver Lake Park boasts 80-acres of event space ideal for visiting competitors, spectators, and race sponsors. The entire weekend will be under the sign of triathlon fun with TriStar's fresh approach. More Info: [www.maplegrovetriathlon.com](http://www.maplegrovetriathlon.com)

The **TriStar label** is owned by Star Production SARL, a Monaco based company specialized in organizing high quality sports events that are focused on fun, social responsibility and environmental protection. Minnesota (MN, USA) is the 11<sup>th</sup> destination offering a TriStar race after Berlin (GER), Lyon (FRA), Madrid (ESP), Mallorca (ESP), Monaco (MON), Nevis (SKN), Otepää (EST), Sardinia (ITA), Split (CRO), and Worms (GER). The TriStar Series has grown to 17 races in these 11 destinations in less than two years. TriStar has introduced new distances to the sport of triathlon (A/N: 111km and 222km), as well as a new Team Racing Concept (A/N: in Madrid). More Info: [www.tristar111.com](http://www.tristar111.com)

### TriStar Minnesota

TriStar111 on 27 August 2011

[www.tristarminnesota.com](http://www.tristarminnesota.com)

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