

**PRESS RELEASE**

**IRONMAN**



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PART OF THE  
**VINFAST**   
NORTH AMERICA SERIES

**MEMORIAL HERMANN IRONMAN THE AMERICAS CHAMPIONSHIP TEXAS TRIATHLON, PART OF THE VINFAST IRONMAN NORTH AMERICA SERIES, RETURNS TO THE LONE STAR STATE ON SATURDAY, APRIL 22**

- *Top professional triathletes from around the globe to descend on the Woodlands, Texas to contend for \$175,000 prize purse*
- *Live coverage of Saturday's event to be broadcast on [IRONMAN.com/Live](https://www.ironman.com/live), YouTube, and Facebook as first of 12 full-distance IRONMAN stops throughout 2023 season*

<p><b>What:</b></p>	<p><b>2023 Memorial Hermann IRONMAN® The Americas Championship Texas Triathlon, Part of the VinFast IRONMAN North America Series</b></p> <ul style="list-style-type: none"> <li>• <i>The Woodlands, Texas set to host 12<sup>th</sup> edition of Memorial Herman IRONMAN The Americas Championship Texas triathlon, part of the VinFast IRONMAN North America Series.</i></li> <li>• <i>Robust professional field featuring defending Champion, Jocelyn McCauley plus Kat Matthews, Matt Hanson and Joe Skipper among many others to contend for \$175,000 prize purse USD.</i></li> <li>• <i>LIVE event coverage of the 2023 Memorial Herman IRONMAN The Americas Champions Texas triathlon, part of the VinFast IRONMAN North America Series to be available on <a href="https://www.ironman.com/live">IRONMAN.com/LIVE</a>, <a href="https://www.youtube.com/watch?v=...">IRONMAN YouTube</a> and <a href="https://www.facebook.com/ironman">Facebook</a> channels.</i></li> <li>• <i>Serving as The Americas Championship, this regional championship will have increased qualifying opportunities for the 2023 VinFast IRONMAN World Championship which is being hosted in two locations – Kailua-Kona, Hawai`i (women) and Nice, France (men).</i></li> <li>• <i>2023 Memorial Herman IRONMAN The Americas Championship Texas, part of the VinFast IRONMAN North America Series offers 100 age group qualifying slots for men and 100 age group qualifying slots for women to the 2023 VinFast IRONMAN World Championship.</i></li> <li>• <i>Athlete will experience take on a spectator lined, 2.4-mile, point-to-point swim in Lake Woodlands, 112-mile two loop bike course on the Hardy Toll Road and one of the most spirited 26.2 mile runs on the IRONMAN circuit traversing The Woodlands and finishing on the Waterway Bridge</i></li> </ul>
<p><b>Links:</b></p>	<ul style="list-style-type: none"> <li>• <b>Live Event Broadcast</b> (Coverage starts at 6:00 a.m. CT / 7:00 a.m. ET) <ul style="list-style-type: none"> <li>○ <a href="https://www.ironman.com/live">IRONMAN.com/LIVE</a>,</li> <li>○ <a href="https://www.youtube.com/watch?v=...">IRONMAN YouTube</a> <a href="https://www.facebook.com/ironman">IRONMAN Facebook</a></li> </ul> </li> <li>• <a href="#">2023 Event Logo</a> <a href="#">Human Interest Stories</a> <a href="#">Course Maps</a></li> <li>• <a href="#">Athlete Guide</a></li> <li>• <a href="#">Event Facebook Page</a> <a href="#">Event Website</a></li> </ul>
<p><b>Who:</b></p>	<p><b>Participants</b></p> <ul style="list-style-type: none"> <li>• The event will welcome approximately 2,300 registered participants from 57 countries and 49 states.</li> <li>• 18-year-old Auldyn Plant from Nashville, Tenn. is the youngest female athlete racing</li> <li>• 18-year-old Tommy Butler from Palo Alto, Calif. is the youngest male athlete racing</li> <li>• 75-year-old Barbara Lamb from Bellaire, Texas is the oldest female athlete racing</li> <li>• 75-year-old Mark Cook from Carbondale, Colo. is the oldest male athlete racing</li> </ul> <ul style="list-style-type: none"> <li>• Occupations include Airline Pilot, Attorney, Clergy, Dentist, Flight Attendant, Fire Fighter, Engineer, Healthcare Professional, Scientist, Musician, Lifeguard, and Writer.</li> <li>• For a full list of professional athletes, visit <a href="#">here</a></li> </ul>

<p><b>Schedule:</b></p>	<p><b>Wednesday, April 19</b></p> <ul style="list-style-type: none"> <li>• <b>12:00 p.m. – 5:00 p.m.</b> IRONMAN Village - Waterway ParkingLot</li> </ul> <p><b>Thursday, April 20</b></p> <ul style="list-style-type: none"> <li>• <b>9:00 a.m. – 5:00 p.m.</b> IRONMAN Village - Waterway Parking Lot<b>10:00 a.m. – 6:00 p.m.</b> Welcome Banquet - The Woodlands Waterway Marriott Hotel &amp; Convention Center (1601 Lake Robbins Dr.)</li> </ul> <p><b>Friday, April 21</b></p> <ul style="list-style-type: none"> <li>• <b>8:00 a.m. – 10:00 a.m.</b> Practice Swim - North Shore Park</li> <li>• <b>9:00 a.m. – 3:00 p.m.</b> IRONMAN Village - Waterway Parking Lot</li> <li>• <b>9:00 a.m. – 3:00 p.m.</b> Mandatory Bike Check-In - Town Green Park</li> </ul> <p><b>Saturday, April 22 – Race Day</b></p> <ul style="list-style-type: none"> <li>• <b>5:00 a.m. – 6:15 a.m.</b> Transition area open – Town Green Park</li> <li>• <b>6:00 a.m.</b> Live broadcast pre-race show begins</li> <li>• <b>6:25 a.m.</b> Professional Men Starts - North Shore Park</li> <li>• <b>6:30 a.m.</b> Women Race Starts - North Shore Park</li> <li>• <b>6:40 a.m.</b> Age Group Rolling Start - North Shore Park</li> <li>• <b>Approx. 2:30 p.m.</b> First finisher expected at the finish line.</li> <li>• <b>Approx. 12:00 a.m.</b> Race Ends (17 hours after the last athlete enters the water)</li> </ul> <p><b>Sunday, April 23</b></p> <ul style="list-style-type: none"> <li>• <b>11:30 a.m.</b> Awards Ceremony, VinFast IRONMAN WorldChampionship Slot Allocation &amp; Volunteer AppreciationBanquet - The Woodlands Waterway Marriott Hotel &amp; Convention Center (1601 Lake Robbins Dr.)</li> </ul> <p><i>*All times listed are local Central Time.</i></p> <p>Full event schedule can be found <a href="#">here</a>.</p>
<p><b>What to Know:</b></p>	<p><b>Live Event Broadcast</b></p> <ul style="list-style-type: none"> <li>• In the first broadcast of the year, LIVE race coverage of the 2023 Memorial Herman IRONMAN The Americas Championship Texas, part of the VinFast IRONMAN North America Series to air on <a href="https://www.ironman.com/LIVE">IRONMAN.com/LIVE</a>, <a href="https://www.youtube.com/ironman">IRONMANYouTube</a> and <a href="https://www.facebook.com/ironman">Facebook</a> channels.</li> <li>• Coverage will begin with a pre-race show at <b>6:00 a.m. CT</b> that previews the pro field and course while also including exclusive interviews with triathlon personalities and other special guests. Live broadcast programming to feature 12 IRONMAN triathlon events throughout 2023 season.</li> <li>• For information on the 2023 IRONMAN event broadcast, visit <a href="#">here</a>.</li> </ul>
<p><b>Credentials:</b></p>	<p>Registration for media credentials to the upcoming <b>2023 Memorial Herman IRONMAN The Americas Championship Texas triathlon, part of the VinFast IRONMAN North America Series</b> triathlon taking place on <b>Saturday, April 22</b> is now available. Media interested in covering the event must register at the link below by <b>Friday, April 21 at 1:00 p.m. CT</b> to be considered for media credentials.</p> <p><b>CREDENTIAL REQUESTS ON RACE DAY WILL NOT BE APPROVED.</b>  <b>Media who arrive on day of race without proper registration, will not be provided credentials or access to race venues.</b></p> <p>Please visit, <a href="https://www.ironman.com/credential-requests">www.ironman.com/credential-requests</a> to apply for credentials.</p>
<p><b>Media Contacts:</b></p>	<p><a href="mailto:ryan.lobato@ironman.com">ryan.lobato@ironman.com</a>   <a href="mailto:press@ironman.com">press@ironman.com</a></p>

### **About The IRONMAN Group**

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, IRONKIDS® Series, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series events including the Canyons Endurance Runs™ by UTMB®, Tarawera Ultra by UTMB® and Ultra-Trail Australia™ by UTMB®, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events including Haute Route®, and other multisport races. The IRONMAN Group is the largest operator of mass participationsports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand andits first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a globalsensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit [www.ironman.com/about-ironman-group](http://www.ironman.com/about-ironman-group).

### **About Advance**

Advance is a private, family-held business that owns and invests in companies across media, entertainment, technology, communications, education and other promising growth sectors. Our mission isto build the value of our companies over the long-term by fostering growth and innovation. Advance's portfolio includes Condé Nast, Advance Local, Stage Entertainment, The IRONMAN Group, American City Business Journals, Leaders Group, Turnitin, 1010data and Pop. Together these operating companies employ more than 17,000 people in 29 countries. Advance is also among the largest shareholders inCharter Communications, Warner Bros. Discovery and Reddit. For more information visit [www.advance.com](http://www.advance.com).

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