



Sylvan Lake Half Iron Cancelled for 2010

Sylvan Lake Half Iron Triathlon organizers regretfully announce the immediate cancellation of the Sylvan Lake Half Iron event scheduled for July 25th. The decision to cancel the event comes as a result of meetings this week with Town staff to discuss the upcoming construction and redevelopment project to Lakeshore Drive in Sylvan Lake now slated to take place this summer.

"Canceling the event was a very difficult decision for us to make", said Joe Dixon, the Race Director of Outback Events. "We had a meeting with Town staff earlier this week to look at all possible options to host a race this year and could not find an answer". We discussed the various possibilities to the situation created by the construction and could not find a solution that would ensure a safe and professional course for our athletes. The first issue was a safe and viable transition location and that fact that there was simply no way to get cyclists back to a transition in Sylvan Lake that made sense. We have set a very high standard for ourselves when it comes to events and activities - we're just not comfortable with anything less".

The redevelopment of Lakeshore drive will take place this summer and is scheduled to be completed in time for the community and Outback Events to host the 2011 event. The portion of lakeshore Drive in front of Centennial park will be converted into a pedestrian walkway with traffic directed behind the park in 2011.

"When the redevelopment of Lakeshore Drive and Centennial Park are completed the venue will be the nicest in the province with the improvements to the park, the parking and the redirecting of traffic for next year. The community support for the event combined with the improvements to the venue has us excited for 2011" said Dixon.

Mayor Susan Samson commented "A postponement of the Sylvan Lake Half Ironman to 2011 will pave the way for an enhanced course within the Town of Sylvan Lake that will provide the athletes with a safe and scenic transition area. The Town of Sylvan Lake looks forward to its' continued relationship with world class athletic events such as this and organizers like Outback Events."

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

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

For further information go to www.outbackevents.ca

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