



**FOR IMMEDIATE RELEASE**

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## **IronKids Returns To Alpharetta**

*Registration is Officially Open for Sept. 15-16 Youth Triathlon*

**ALPHARETTA, GEORGIA (July 2, 2018)** – IronKids Alpharetta, one of the largest IronKids triathlons in the country, is returning to Alpharetta on Sept. 15-16, 2018, at the newly renovated Wills Park Pool. Saturday events include an expo and bike drop-off from 12 – 5 p.m. Sunday’s race day kicks off at 7:30 a.m. and runs until 11 a.m. [Registration](#) is now open for entrants.



The mission of IronKids is to inspire and motivate youth through sports to lead active, positive and healthy lifestyles. IronKids Alpharetta, open to youth ages 6 to 15, provides an interactive weekend experience for the entire family showcasing the nation’s top youth triathlon talent as well as to positively introduce the realm of multi-sport to first-time triathletes. IronKids is managed by Premier Event Management, a nation-wide endurance race event organizer, who has partnered with the Alpharetta Convention & Visitors Bureau for nine years on this event.

“I cannot wait to get back to Alpharetta this year for the 2018 IronKids,” said Bill Burke, president of Premier Event Management. “It is so rewarding to watch the kids compete on the course and then put their medals on. You can see in their faces that they have a new-found belief in themselves and that is what it is all about.”

The IronKids event in Alpharetta has remained the one of the largest youth triathlon in the country with an expected 800 athletes competing. The race will include three divisions: Junior-ages 6 to 8, Intermediate- ages 9 to 11 and Senior-ages 12 to 15. All participants will receive an Alpharetta IronKids shirt, finisher medal, chip timing and complimentary food and refreshments.

**Competition Categories & Start Times:**

Seniors (Ages 12 – 15) | Start 8:45 AM

Swim – 300 Yards | Bike – 8 Miles | Run – 2 Miles

Intermediates (Ages 9 – 11) | Start 10:00 AM

Swim – 150 Yards | Bike – 4 Miles | Run – 1 Mile

Juniors (Ages 6 – 8) | Start 7:15 AM

Swim – 50 Yards | Bike – 2 Miles | Run – 500 Yards

The Alpharetta Convention & Visitors Bureau is giving away 35 race registrations to this year’s race at <https://www.awesomealpharetta.com/ironkids-alpharetta-triathlon-giveaway/>. The giveaway runs through July 31, 2018. Lucky winners will be contacted the first week of August with a promotion code.

“The IronKids Triathlon is one of Alpharetta’s prestigious events that brings young athletes from around the U.S. to compete in one of the largest kid’s triathlons in the country,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “I am amazed by the energy and enthusiasm taking place on the morning of the event, how proud the parents are of their children and how excited the kids are to be a part of this event. We are thrilled to give away entries so children and their families can experience the race in Alpharetta.”

For more information on registration and hotel accommodations in Alpharetta visit <https://www.awesomealpharetta.com/ironkids-triathlon/>.

**About Premier Event Management**

Premier Event Management (PEM) is America’s preeminent race director for endurance event race production, race management, road races and triathlon from coast to coast. The New Orleans based company was formed in 1993 with its principals having race management experience since the late 1970’s. PEM produces close to 30 triathlons, cycling and road races each year, and has produced and/or timed regional, national, and international championships. Events of note are IRONMAN 70.3 New Orleans, New York City Triathlon, Best Damn Race New Orleans, Escape from Alcatraz Triathlon and the Escape Triathlon Series. PEM also launched the National Women’s Running Series with events in Washington, DC, Naperville, IL, Wilmington, DE, **Alpharetta, GA (Nov 4)**, Boise, ID, Vineyard, UT and Napa, CA.

**Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named “One of the South’s Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by *Vacationidea.com*, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [awesomealpharetta.com](http://awesomealpharetta.com).

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