



For Immediate Release

GVB TO BE TITLE SPONSOR FOR 2012 XTERRA GUAM CHAMPIONSHIP EVENT

(TAMUNING, Guam) – November 4, 2011 – The Guam Visitors Bureau (GVB) has announced that they will be the title sponsors in what is sure to be one of the biggest XTERRA off-road triathlon races in Micronesia – the 2012 XTERRA Guam Championship Qualifier event set for March 10, 2012.

GVB will be joining forces with Platinum Sponsor and official airline of XTERRA Guam, United Airlines, in addition to the Port Authority of Guam, Cycles Plus, Payless Car Rental, the Guam Triathlon Federation, KUAM Sports, Hornet Sports, and the Mayor's offices of Ordot-Chalan Pago and Piti.

“Our region yearns for top-notch sporting events and Guam couldn't be a better spot to showcase our island to professional and amateur triathletes from around the world,” said Jen Crisostomo, Guam Visitors Bureau Board Director and Chairwoman of the Sports Tourism Committee, “We have our signature Ko'Ko' Road Race for runners so we hope to see the XTERRA Guam Championship Qualifier become another signature event for visiting and local triathletes,” she said.

This will be the first year that the XTERRA Guam race will be licensed as an official championship qualifier event, meaning that professionals have a chance at winning a part of the \$15,000 prize purse and age-group (amateur) participants have the ability to earn a coveted spot in the XTERRA World Championship event held annually in Maui to race against the best athletes from around the world in their age group.

“Having it as a championship event is important because in order to grow the event where we can attract more visiting athletes, we need to have certain components that are part of being a championship,” said Eric Tydingco, XTERRA Guam Race Director, “GVB's inclusion is essential as their marketing presence and reach in the Asia region will help boost the international participation.”

Tydingco, fresh off of promoting Guam's race at the XTERRA World Championships in Maui, has already seen increased interest from elite professionals and amateurs alike.

“The interest and attention has been fantastic,” Tydingco continued, “I was approached by Tim DeBoom of Colorado – a two-time Ironman World Champion, who basically said he wanted to race in Guam because of all the photos and stories he's seen in magazine and the word-of-mouth reputation of the event,” said Tydingco.

Besides DeBoom, Olivier Marceau (Switzerland, ITU World Champ, Olympian), Shonny Vanlandingham (USA, 2010 XTERRA World Champion), Ben Allen (Australia), Graham



Wadsworth (UK), Takahiro Ogasawara (JPN), Renata Bucher (Switzerland, 5 time XTERRA Saipan Champion), Melanie McQuaid (Canada, 3x XTERRA World Champion), Richard Ussher (New Zealand), Richard Stannard (UK), and Jimmy Archer (Colorado), have all either committed or expressed serious interest to racing the championship qualifier event, according to Tydingco.

“We’re very excited to have the Guam race be a championship race, they’ve done a fabulous job over the past year being an age group points series race that the pros have already discovered,” said Janet Clark, President of Team Unlimited – the organization behind the creation of the XTERRA races.

“We’re really looking forward to sharing Guam with a broader and greater audience, stirring up a lot more people to come out and share a little bit about the island, the culture, the food, and the great time you have with the local people – and that’s the one thing that sets the race apart. Nobody goes to Guam and doesn’t have a great time,” Clark added.

“We hope to see an increase in international visitors through both athletes and their families,” said Guam Visitors Bureau Deputy General Manager Jon Nathan Denight, “we also hope to have Guam heavily showcased through different mediums – online, print, and most importantly, word of mouth. This event has so much potential for Guam and we couldn’t be more excited to be supporting it.”

“We’ve seen top athletes from Japan, Australia, Europe and Micronesia come out for XTERRA Guam so we know with an XTERRA Championship Qualifier, we have the potential to attract even more,” added Crisostomo, “with our beautiful ocean, challenging bike course, and amazing run course through tough terrain and rivers – triathletes are in for a real treat.”