

BIZNET BALI INTERNATIONAL 2012

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PRESS RELEASE

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With less than 30 days remaining to the sixth annual *Biznet Bali International Triathlon*, organizers are expecting another record breaking year as registration-to-date is higher than that of 2011. The increasing number of race entries this year is maybe due to the increasing popularity of the sport in the country as new training groups and communities are quickly forming in many different urban areas.

In addition, the race is introducing a new faster and flatter circuit bike course this year along with a move to a new Race Central at the spacious lush garden of the InterContinental Bali Resort.

Support of Partners

Our title sponsor and Indonesia's leading fixed line telecom and multimedia operator, Biznet Networks, is excited with a return this year as they expanding their service in Bali with a recent opening of their Ubud office and an intro to their latest breakthrough in digital pay TV *Max3* that is delivering high-definition channels to the living rooms of many of its subscribers.

Following Biznet Networks is AYANA Resort and Spa Bali who joined last year as one of the presenting sponsors alongside InterContinental Bali Resort and Four Seasons Resort at Jimbaran Bay. AYANA Resort will once again host this year's Post-race party at the Chandra Surya garden where food and drinks will be available to attendees. Participants who join in this year's post-race party will be able to make their way down to the *Rock Bar* afterwards for a cocktail.

This year we welcome some new partners such as Herbalife, TYR, Garmin Indonesia, and United Bike. In addition, our race will not be possible without the loyal support from our returning partners such as, Jenggala Keramik, BIMC Hospital, Bali Hotels Association and Jari Menari.

Returning Triathletes

We are seeing a good number of returning Triathletes this year including Indonesian swimming legend and Olympian, Richard Sam Bera, who recently finished both an Olympic distance and a Sprint distance Triathlon almost consecutively in another race last May. Another notable entry this year is Reza Puspo, a successful media mogul, founder of Indonesia's largest running community, Indo Runners, and an avid Triathlete. With a tremendous growth of the

sport in the country, organizers are also expecting an increase of first-time Triathletes in both the sprint and Olympic distances.

Going Green

Working in tandem with race organizers to implement a sustainable and eco-friendly Triathlon race is *Ecozine* – A Hong Kong-based environmental group. This year, we will see several new initiatives, including:

- Providing educational materials for athletes and guests
- Conducting eco-education briefings and a beach cleanups prior to the competition
- Consulting with organizers on concrete steps to reduce the event's environmental impact

Race director, Robb Strom said, "we are extremely excited to develop our partnership with Ecozine. Their involvement will support the greening of the Biznet Bali International Triathlon, which continues to be one of our annual goals."

Bali now has a promising future not only as a tourist destination but also as international race destination. Of course, just as any other international endurance races in the region, the support of the local communities is just as important as the support of the race sponsors. All of the participants will be glad to know that many of the local villagers will be out on the street cheering for them. We hope to see everyone at Biznet Bali International Triathlon 2012.