

## Edmonton ITU Triathlon World Cup Thanks Our Sponsors



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## Welcome To Edmonton

Greetings and welcome to Edmonton for the fourth ITU Triathlon World Cup of 2011.

It's a pleasure to return to the city that set a new standard for the ITU Triathlon World Championships in 2001, so it is fitting the World Cup series returns to celebrate the 10<sup>th</sup> anniversary of those championships.

This event is also special because a clear legacy from hosting those World Championships will star in this event, Paula Findlay.

The Canadian was just 12 years old when that show rolled into town and this year Findlay returns home as a superstar of triathlon. In 2010 she burst onto the scene with her first World Cup win in Monterrey, and then went on to be the only woman to claim more than one round of the 2010 Dextro Energy Triathlon ITU World Championship Series when she topped the podium in both London and Kitzbühel. Another great legacy of this event was the creation of the Edmonton Triathlon Academy which I'm certain will breed future champions.

Overall, triathlon has a great history in Edmonton and it's exciting to bring the ITU Triathlon World Cup Series back for the first time since 2007. After hosting the World Championships, Edmonton hosted World Cup events until 2007, with ITU stars like Emma Moffatt, Bevan Docherty, Simon Whitfield, Emma Snowsill and Hamish Carter all topping the podium.

Edmonton will not just be a showcase for the elite stars though, it's the second appearance in 2011 for Team ITU and the city will also host a technical officials course and a coaching course over the weekend. Team ITU is an important part of our Development programme, helping athletes who have elite potential but might not otherwise be able to compete at the top events without the funding, coaching and specialist technical support. The technical officials course is also another important part of the ITU's commitment to improving triathlon in all areas – not just athletes.

I would like to thank the hardworking Local Organising Committee, the City of Edmonton and the Edmonton Triathlon Academy for helping to stage this fantastic event.

I encourage all athletes, volunteers, organisers and media to enjoy the beautiful city of Edmonton and the spectacle of ITU Triathlon.

Sincerely,

Marisol Casado  
President, International Triathlon Union  
IOC Member



## Welcome To Edmonton

July 2011

Dear competitors and spectators:



The sport of triathlon has its roots in North America and much of its soul in Canada. We have had many iconic athletes dominate the international triathlon scene and Canada has hosted many of the most important triathlon races over the sport's short history.

The Edmonton World Cup has been an important race in our competitive schedule and its return to our 2011 Race Calendar is extremely important to the development of the sport in Canada.

Many of our top Olympic Distance Athletes got their start in triathlon after witnessing the Edmonton World Cup and many more have received invaluable international competitive opportunities because of it.

Among other things:

*Canadian athletes get to compete with a home "course" advantage;*

*Canadian coaches have an opportunity to see world class athletes on home soil;*

*Our juniors are afforded the chance to race against the best in the Americas;*

*Our officials will all receive valuable international race experience that benefits the races back in their home Provinces; and*

*Perhaps most importantly, thousands of Albertans will be introduced to this great sport by witnessing it live in and around Edmonton's Hawrelak Park while thousands more Canadians can watch the show on CBC Television July 23, 2011.*

On behalf of Triathlon Canada I thank the Edmonton Triathlon Academy for bringing back this wonderful race to our Country and welcome both athletes and spectators to this year's Edmonton World Cup.

We hope you enjoy the hospitality for which the Edmonton World Cup became famous.

Best wishes,

A handwritten signature in black ink, appearing to read "Alan Trivett".

Alan Trivett  
Executive Director  
Triathlon Canada

## General Information

### Doping Control

It is the responsibility of the athlete to be familiar with the ITU anti-doping regulations. A complete copy of the regulations is available on the ITU website at [www.competitions.com](http://www.competitions.com). The ITU doping procedures are under the jurisdiction of WADA.

### Athlete Hospitality

A selection of food and beverages will be available before and after your race.

### Massage Information

#### *Complimentary Massages Available:*

Saturday, July 9 1000-1800 Elite Athlete Lounge

Sunday, July 10 0800-1800 Elite Athlete Lounge

Athletes must pre-book massages on-line; deadline for massage booking is **July 5, 2011**.

When booking a massage, athletes must identify an am or pm time frame for an approximate massage time.

Please e-mail Lincoln at [lincolnflanaganrmt@gmail.com](mailto:lincolnflanaganrmt@gmail.com).

*Canadian Sport Massage Therapists Association*

### Bike Service

United Cycle 10323 78 Ave (780) 433-1181

[www.unitedcycle.com](http://www.unitedcycle.com)

Please contact United Cycle for any bike repair requirements.

United Cycle will be on site:

Saturday, July 9th 1000h-1700h

Sunday, July 10th 0630h-1600h

## Course Description

### Aid Station Locations

- At the swim exit.
- On the run course, 500 metres from the transition area just outside of the Hawrelak Park gates
- On the run course approximately 100 metres from the stadium area.
- Athletes are never farther than 1.5 km from an aid station.
- Aid stations serve both outbound and returning athletes.

There will be four on-course aid stations plus a water station in the athletes' village and a station at the finish line. All aid stations will be well marked and visible.

- Water will be served at the on-course aid stations.
- Water will be served in plastic bottles.
- All aid stations are radio and first-aid equipped.

## General Information

### Elite Awards Protocol

Women's and Men's elite awards will be held following the completion of the men's race at 1800h. As per ITU regulations, attendance is mandatory. The top three women finishers will be given directions regarding the awards ceremony immediately following the completion of their race. The top three men must remain in the finish area after the completion of their race until the awards ceremony. Prize money will be distributed at the medal ceremony.

## Welcome To Edmonton



### Message from Honourable Cindy Ady Minister for Tourism, Parks and Recreation

On behalf of the Government of Alberta, I am pleased to welcome all athletes, coaches, volunteers and guests to Edmonton, and the 2011 ITU Triathlon World Cup.

Today, more than 600 athletes from around the world will test their strength, discipline and endurance as they swim, bike and run to the finish line. This event brings together athletes of all abilities, from young Kids of Steel, rising junior Pan American stars, and the world's elite vying for a chance to represent their country at the 2012 Olympic Summer Games. It promises to be a day full of amazing performances.

Edmonton has a proud history of hosting international triathlon events, and we are very pleased to welcome the world back to our vibrant river city. Events like the 2011 ITU Triathlon World Cup capture the Alberta spirit of determination and drive, and offer our young athletes excellent development opportunities. These events also inspire us to lead healthy, active lives.

Thank you to the Edmonton Triathlon Academy, its sponsors, and the many local businesses and volunteers whose hard work and commitment made it possible to bring the World Cup to Edmonton. I invite all of our visitors to take full advantage of this opportunity and experience the sights, sounds and warm western hospitality for which Alberta and its capital city are well known.

Congratulations to all the athletes, and best wishes for an enjoyable and successful competition.

Cindy Ady  
Minister of Tourism, Parks and Recreation

229 Legislative Building, Edmonton, Alberta T5K 2B6 Canada Telephone 780-427-4928 Fax 780-427-6198  
6328, 22 Middlesex Blvd. SE, Calgary, Alberta T2X 2N7 Canada Telephone 403-256-8869 Fax 403-256-8876

[alberta.ca/edmonton](http://alberta.ca/edmonton)

## Welcome To Edmonton



### Message from His Worship Mayor Stephen Mandel



On behalf of City Council and the people of Edmonton, Alberta's Capital City, I extend a warm welcome to everyone attending the 2011 Edmonton ITU Triathlon World Cup. Whether you're a spectator, athlete or volunteer, I welcome you to our city.

It's a privilege to host such an outstanding group of athletes in the spirit of competition. Edmonton is a true sports-loving city with hundreds of organized leagues, teams, facilities and spaces where Edmontonians can take part in activity. I commend the hard work and dedication of all the athletes competing this year. I know the months of training will be worth the effort.

Thank you to the organizers, volunteers and sponsors for organizing this exciting competition. Your hard work and dedication will truly enhance Edmonton's reputation as a centre for sporting excellence. Your longstanding commitment will ensure these talented athletes have the opportunity to continue excelling in this sport.

Good luck to each competitor and best wishes for a pleasant stay in Edmonton.

Yours truly,

A handwritten signature in black ink that reads 'Stephen Mandel'.

Stephen Mandel  
Mayor

## Course Description

### Swim - 1500m - 2 laps

All athletes will complete **two** 750-metre laps of Hawrelak Park Lake. The calm lake water is well marked and patrolled to ensure easy course navigation. The athletes exit and re-enter the water after the first lap. Spectators will have the opportunity to view the entire swim course in close proximity from the lakeshore.

### Bike - 40 kilometers - 6 laps

All bike course roads will be closed to vehicular traffic. Athletes exit the lake and proceed to the elite transition area located directly in front of the grandstands. After mounting their bikes, athletes follow the Hawrelak Park Road to the park entrance and proceed on the park access road to the bridge over Groat Road. Athletes climb a pack splitting 400 meters up the steep Emily Murphy Hill (30 meter elevation gain). At the top of the hill, they take a sharp right onto Saskatchewan Drive, continue along this flat section for about one kilometer, then turn right onto Groat Road. Athletes quickly descend two kilometers and cross the bridge over the North Saskatchewan River. Immediately after crossing the bridge, the athletes make a sharp and tricky, downhill right turn, sweeping 180 degrees under the Groat Road bridge and back up to the on-ramp for Groat Road southbound. The course continues south on Groat Road until reaching Hawrelak Park. At this point athletes will re-enter the park, pass in front of the grandstands and exit the viewing area with a quick chicane. They then proceed along the same route as before. The athletes will complete six laps of this course. Vantage points in and adjacent to Hawrelak Park will allow spectators to see cyclists pass 12 times prior to re-entering the transition area.

### Run - 10 kilometers - 3 laps

Athletes exit Hawrelak Park using the same road used for the bike course. After crossing the bridge over Groat Road, athletes climb 1/3 of the distance up Emily Murphy Hill (12-metre elevation change) until reaching a turnaround point. At the turnaround point, they head back into Hawrelak Park and pass in front of the grandstands. Next, a short loop along the Hawrelak Park Road takes athletes to the far side of the lake before they again pass in front of the grandstands. In total, athletes complete **three** laps of the run course.

## Event Schedule

### Friday July 8, 2011

**16:00** Pan American Junior Championship Race Briefing – Sutton Hotel

**17:00** World Cup Elite Athletes Race Briefing – Sutton Hotel

### Saturday July 9, 2011

**10:00 – 13:00** Swim practice in Hawrelak Lake

**10:00 – 17:00** Race package pick-up at Hawrelak Park

**10:00 – 17:00** Bike check-in Hawrelak Park

**10:00 – 17:00** Athlete briefing at Athlete Services tent  
Hawrelak Park

**11:00 – 12:00** Escorted bike tour

### Sunday July 10, 2011

**07:00** Pan American Junior Championship

**08:00** Olympic distance age group race

**08:00** Sprint distance age group race

**10:00** Kids of Steel youth race

**10:00** Try-A-Tri event

**13:30** World Cup Women's Race

**15:45** World Cup Men's Race

**18:00** World Cup Awards presentation

## Welcome To Edmonton

### Athletes' Hotel

The Sutton Place Hotel  
10235 - 101 Street, Edmonton, Alberta, Canada  
T5J 3E9, 780.428.7111 Fax 780.441.3098

**Population of Edmonton Region** - 1.1 million

**Time Zone:** Mountain Time (-7 GMT)

**Average July Temperature:** High: 23 C Low: 9 C

Temperature and Weather Service - [www.weatheroffice.gc.ca/city/pages/ab-50\\_metric\\_e.html](http://www.weatheroffice.gc.ca/city/pages/ab-50_metric_e.html)

### Currency

The Canadian Dollar is available in the following notes:  
\$100, \$50, \$20, \$10, \$5; *Coins:* \$2, \$1, 25 cents, 10 cents, 5 cents, 1 cent

### Banks

Most banks are open between 0900h-1630h.  
Automatic Teller Machines are at numerous places around the city.

### Telephone

Edmonton Area Codes – 780 or 587  
Edmonton Directory Assistance - 411  
Local Payphone cost - .35c  
Operator - 0  
Emergency - 911  
Local ten digit calls – (area code) – phone number  
Long distance within Canada and USA  
1+ (area code) - phone number  
Calling Card Number  
0 + (area code) - phone number (charge to calling card)  
Long distance outside of Canada and the USA  
011+ (country code)-(routing code)-(local number)

### Shopping

Regular shopping hours are Monday-Friday 0900h - 2100h  
Saturday 1000h -1800h, and Sunday 1200h -1700h.

### Transit

Buslink: (780) 496-1600 or online at [www.takeets.com](http://www.takeets.com). Transit maps can be obtained on buses and at the Transit Office in the Churchill LRT station (102 Ave. & 99 St.)

## Activities In Edmonton

### West Edmonton Mall

1755, 8882, 170 Street

(780) 444-5321 <http://www.wem.ca/#>

Internationally renowned shopping centre with lots of shopping and entertainment.

### Edmonton International Street Performers

Sir Winston Churchill Square, Downtown Edmonton

(780)425-5162 <http://www.edmontonstreetfest.com>

Entertaining performances from performers around the world. Festival runs from July 8-17, 2011.

### Royal Alberta Museum

12845 102 Ave NW

(780) 453-9100 <http://www.royalalbertamuseum.ca/>

The Royal Alberta Museum is one of Canada's most popular museums located just west of downtown.

### Art Gallery of Alberta

2 Sir Winston Churchill Square

422.6223 <http://www.youraga.ca/>

The current feature exhibits include: Andy Warhol: Manufactured, Sarah Fuller: My Banff, and Lawren Harris Abstractions.

### Telus World of Science

11211 – 142 Street

(780) 451-3344 <http://www.edmontonscience.com/pages/home/default.aspx>

Whether you have an hour or an afternoon, this is your chance to experience science like never before.

### Freewill Shakespeare Festival

9330 Groat Road, Heritage Amphitheatre Hawrelak Park

(780) 425-8086 <http://www.rivercityshakespeare.com/>

Enjoy an outdoor Shakespeare play, Othello & Twelfth Night running from June 30- July 24, 2011 located within Hawrelak Park.

## Pre-Race Information

### Elite Athlete Media Conference

Friday, July 8th - 1100h - City Hall

### Elite Athlete Briefing

Friday, July 8th - 1700h – Sutton Place Hotel

A complete course review and outline of rules and procedures will be conducted. Athletes do not need to bring their bikes with them to the briefing. The briefing is **mandatory** for all elite athletes.

### Race Package Pick-Up

Package pick-up will be after the athlete briefing.

## Race Day Check-In

The check-in tent will be in the Elite Athletes' Lounge. Elite athletes' final bike and uniform check will take place at this time. They will receive their swim cap and timing chip. Athletes whose uniform does not comply with the ITU rules will be given an ITU suit to race in. Suit **MUST** be returned after the race.

Elite Women Check in time: 1145h

Women's Transition open: 1215h – 1305h

Women's Swim Warm-up: 1250h – 1305h

Women's Race Begins: 1330h

Elite Men Check in time: 1415h

Men's Transition open: 1500h – 1525h

Men's Swim Warm-up: 1505h – 1525h

Men's Race Begins: 1545h

## Race Day Transportation

No vehicular traffic will be allowed access to Hawrelak Park. Athletes have several choices to get to Hawrelak Park on race day:

1. Shuttle buses will depart from the Sutton Place Hotel to transport athletes to Hawrelak Park. For the women, the bus departs at 1115h and for the men, the bus departs at 1330h.
2. Park at the University of Alberta Stadium Parkade and take the shuttle bus to the park. Service begins at 0600h and will run continuously throughout the day until 1900h. Parking is free for all athletes with accreditation.
3. Take the LRT to the University Station and walk to the University of Alberta Stadium Parkade to take the shuttle bus to the park.
4. Ride your bike to the park.

## Medical Information

All ITU regulations regarding drug use will be in effect. All athletes and officials are advised to bring a supply of any regular medication they may require during their stay. Beware of medications containing banned substances. If an athlete is unsure about any medication they are taking, they should check with their team medical officer.

Athlete medical waivers will be signed at registration, by the individual racing.

Please Note: Medical assistance will be provided by LOC medical personal only

### Medical on Race Day

A fully staffed medical facility will be located in Hawrelak Park adjacent to the finish line. Medical staff will also patrol the entire course. Emergency medical response will be strategically located throughout the course. If a competitor needs medical attention at any time during the race, they can speak with a volunteer, who will contact the medical team. **For those athletes with known medical problems, please write your important information (specifically, allergies and medications) on the back of your bib number.** In the event of a medical emergency, this is where the medical team will look for medical history.

### Medical Costs

No fees will be charged for the treatment provided by the event medical team on race day. However, athletes will be responsible for any ambulance charges. Any serious or life threatening conditions that require hospitalization will be billed to the injured/sick individual by the hospital. All individuals are advised to have their own medical insurance.

The major public hospitals provide 24-hour emergency departments and are equipped to deal with all emergency situations.

### Emergency phone number 911

#### Hospital

University of Alberta Hospital  
8440- 112 Street (780) 407-8822

#### Medicentre

Downtown  
10104 114 Street (780) 488-1222  
Hours: Mon - Fri - 0900h - 2100h  
Weekend - 0900h - 1600h

## Training Facilities

### Grant MacEwan University Centre for Sport and Wellness

Room 8-121, 10800 – 104 Ave, (780)497-5300

<http://www.macewancentre.ca/index.php?page=4>

Sports Facility located at the University that houses a pool, gymnasium, and weight room. Located in the downtown core.

### University of Alberta Sports Centre

115 Street & 87 Avenue, (780) 492-3570

<http://www.physedandrec.ualberta.ca/en/Facilities.aspx>

Sports facilities at the University include a 25-meter pool, a weight room, and a recently renovated indoor track.

### Kinsmen Sports Centre

9100 Walterdale Hill, (780) 496-7300

[http://www.edmonton.ca/attractions\\_recreation/sport\\_recreation/kinsmen-sports-centre.aspx](http://www.edmonton.ca/attractions_recreation/sport_recreation/kinsmen-sports-centre.aspx)

The Kinsmen Sports Centre includes one 50-metre pool (10 lanes); one 25 metre dive tank; two 25-metre warm-up pools; a weight room and two indoor tracks.

### Argyll Velodrome

6850 88 Street, (780) 944-7438

<http://argyllvelodrome.com/>

The Velodrome is a 333m concrete surfaced track located in the Edmonton river valley Argyll Park .

### Peter Hemingway Fitness and Leisure Centre

13808 111 Ave, (780) 496-1401

[http://www.edmonton.ca/attractions\\_recreation/sport\\_recreation/peter-hemingway-fitness-leisure-centre.aspx](http://www.edmonton.ca/attractions_recreation/sport_recreation/peter-hemingway-fitness-leisure-centre.aspx)

The facility includes one 50-metre pool with eight lanes and a weight room. It is only a 12 minute bus ride from downtown.

### River Valley Trail System

[http://www.edmonton.ca/attractions\\_recreation/parks\\_rivervalley/river-valley-trail-maps.aspx](http://www.edmonton.ca/attractions_recreation/parks_rivervalley/river-valley-trail-maps.aspx)

Edmonton's river valley system is the most extensive in North America and is located only steps away from downtown Edmonton running along the North Saskatchewan River.