



welcome to the 2010 Athlone ETU European Triathlon Championships

On behalf of the people of Athlone, our Town Council, Waterways Ireland, the triAthlone organising committee and the members of Triathlon Ireland we welcome you to our proud staging of the European Triathlon Championships.

Over the last number of years we have been growing our event towards the first weekend in July 2010. This is the culmination of a goal; some may say, a dream! That a provincial town in the middle of Ireland could someday host one of the biggest participating championships in Europe. With just a few months to go, our sponsors, our town and our organisation is gearing up to what will be one of the biggest international sporting events ever staged in Ireland. With that comes a lot of responsibility, and also we hope, a fantastic championships!

As the sport of triathlon has grown in Ireland, we too have grown with it. With over 4,000 participants expected in Athlone this July, we are also hosting one of the biggest triathlon events on the continent this year. As the clock ticks ever louder toward July, names like "Brownlee", "Norden", "Gomez" and "Fernandes" whisper through the streets of Athlone - followed by "Noble", "Davis", "Morrison" and "Keane". The town waits with excitement and bated breath! As has happened so many times through our history, another battle is coming to this garrison town. We can't wait!

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www.triathlonireland.com



Over the last number of years, a volunteer team has grown this event to the size & scale worthy of hosting a European Championships. On behalf of the Local Organising Committee, Triathlon Ireland & the people of Athlone, we look forward to welcoming all of the national & international visitors to Ireland's Championships. Triathlon Ireland has grown over the last number of years to now have a membership exceeding 4,000. We hope that all the enthusiasm, energy & excitement that has driven the growth of triathlon in Ireland over the recent past will be evident for all to see this July! It is with great & pride that we welcome the best of Europe to our shores, & trust you will enjoy a week of Irish hospitality & culture!

Liam Heavin
Chairman, Local Organising Committee
Matt McKerrow



**incredible growth that mirrors the sport's popularity:
"in 4 years the Waterways Ireland
triAthlone event has grown from
640 to over 2,500 participants"**

Welcome from Waterways Ireland

Marketing & Communications Director, Martin Denny

Waterways Ireland triAthlone is a phenomenal sporting event which continues to grow in popularity each year. Hosting the 2010 Athlone ETU European Triathlon



Championships is an exciting development and Waterways Ireland is delighted to be the title sponsor. We hope that the continued success of Waterways Ireland triAthlone will create an even greater awareness of the unique recreational resource that is the inland waterways and will also provide an added benefit to the local economy.



Bryan Keane's win propelled the sport & the event into the media spotlight in 2009. Nearly 100,000 tuned in to watch RTÉ's TV coverage. It just begs the question - what's in store for 2010?

Athlone Civic Centre



Welcome from the Mayor of Athlone - Cllr. Mark Cooney



As Mayor of Athlone I sincerely welcome the European Triathlon Championships which will be held in our town this July. In common with all of the people of Athlone, I look forward to this spectacular event and sincerely hope that all attending will have a most successful and enjoyable time in our town. The participants can be assured of a warm welcome.

Athlone (from the Irish: Baile Átha Luain meaning “town of Luan’s ford”) is a town that lies 120km from Dublin on the River Shannon near the southern extremity of Lough Ree. Is located close to the geographical centre of Ireland, on the border of two counties, Roscommon and Westmeath, which are located in the provinces of Connacht and Leinster respectively.

Although the River Shannon, which runs through the town, forms the historic border between County Roscommon and County Westmeath, the Local Government Act of 1898 designated most of the town as belonging to Westmeath, including areas west of the river. Much recent growth has occurred outside the official town boundaries. Monksland for example, a suburb on the west side of the town, is not within the official town boundaries, yet is the most populous area of County Roscommon. The town has also been described as “the commercial capital of the Irish midlands” and is governed by an elected town council, which elects a Mayor.

find out all about Athlone on www.athlone.ie



A Town and Region town steeped in History, Culture, Music and Sport...



FAST FACTS:

- Almost 20,000 people live within 2 miles of the town and 39,000 of a population within a 10 mile radius.
- Athlone is one of 21 Irish Walled towns and is steeped in history.
- The Town is home to several historical landmarks, most notably Athlone Castle which was built as a fortification in 1010 during the Anglo-Norman times.
- It is one of the fastest growing inland urban areas and has undergone significant changes and developments in all sectors during the last fifteen years. It is one of the Midland Gateway Towns which is marked for development and further investment over the coming years.
- Athlone is renowned for its location on the banks of the River Shannon, which flows through the town centre.
- Lough Ree just north of the town is one of the largest lakes on the Shannon and Lakelands Region and provides the perfect location for water activities such as angling, cruising, water skiing, wind surfing and sailing.
- The town is easily accessed by rail and road and with ever improving national and local infrastructure is within a short driving distance of Dublin, Galway and Knock airports.
- Many of the amenities such as shopping, restaurants, hotels and theatres are located in the town centre which makes it an ideal location to visit for leisure or business.

Athlone & Lough Ree - the tourism centre of Ireland

For many years Athlone has been a well established tourist destination. Fishing, boating, golf & watersports make up just some of what the region has to offer; making the best of our natural resources. The town has been the no 1 cruiser-hire location in the country for many years. To see what the lakelands & inland waterways have to offer checkout: www.discoverireland.ie/lakelands

**the 2010 Athlone ETU
European Triathlon
Championships will be the
2nd biggest Championships
ever staged in Ireland**

A busy week in July...

The 1st weekend in July 2010 will see the heart of Ireland become the home of triathlon! We expect Athlone to be very much en-fête; so for those of you that are joining us for a week, we hope you enjoy yourself in our tourist town!

With so many triathlon events happening, it's hard to keep track of it all! Here's our simple guide which details what is happening on each and every day. Please note that we have not included the ETU Congress, which is open to National Delegates only, and is being held in the Sheraton Hotel.



THURSDAY 1ST JULY:

Euro 2010 - Team Relay, Junior and Elite (5pm)

FRIDAY 2ND JULY:

Euro 2010 - All-Day Registration @ Athlete Village (AV)
Parade of Nations (from Grace Rd to AV) from 6pm
Opening Ceremony (AV) from 6.30pm

SATURDAY 3RD JULY:

Euro 2010 - AgeGroup Sprint
Euro 2010 - Paratriathlon
triAthlone - Open Sprint, Try-A-Tri & Relay Events
Euro 2010 - Junior Women
Euro 2010 - Elite Women
Euro 2010 - AgeGroup Sprint Medal Ceremony

& Post-Race Party (AV) from 7pm

SUNDAY 4TH JULY:

Euro 2010 - Age Group Olympic
triAthlone - Open Olympic Event
Euro 2010 - Junior Men
Euro 2010 - Elite Men
Euro 2010 - AgeGroup Olympic Medal Ceremony
& Post-Race Party (AV) from 7pm

AVOID THE RUSH!

There will be crowds, so make sure to register on Thursday or Friday if you can. European Champs athletes **MUST** register on Friday. Either way, come along & enjoy all the expo has to offer!

* AV = Athlete Village: New for 2010!

Civic Plaza will once again be one of the main focuses for the event becoming the site for the Athlete Village in 2010. In addition to being the site for the Expo & Opening & Closing Ceremonies, the AV will host registration for the European Champs Athletes, as well as recuperation for all of the event participants on race days. A friendly, Irish atmosphere awaits friends & family as the athletes

register & later cool down after the day's challenges. The AV also plays host to the Age-Group European Championships Medal Ceremonies & Official Post-Race Party on both Saturday & Sunday nights. The venue closes at 11pm so that all the athletes can venture out on the town for what should be a superb evening of entertainment throughout Athlone's many bars, clubs & hot-spots!



TV Coverage:

Ireland's national TV station RTÉ again hosts the broadcast of our event. Almost 100,000 viewers tuned in to last year's show. Our 2010 slot is prime-time from 8.30-9.30pm on Sunday July 4th - right after the men's elite race. A live on-line broadcast will accompany this output via RTÉ's online media streamer: RTÉ Player.

RTÉ
www.rte.ie



 **The Swim** Elite Swim Course: 2 laps
Junior Swim Course: 1 lap

The Swim

The swim starts on the Connacht side of the River Shannon, at the Athlone Boat Club. The spectacular Inland & Coastal Marina Systems Pontoon will form the point of swim entry. For the Juniors, athletes complete 1 x 750m lap. For Elites it's 2 x 750m laps, climbing back onto the pontoon from the north side before jumping back in for your 2nd lap. Transition area is located parallel to the River Shannon on Grace Road. Transition is approx. 100m from Water Exit and is fully carpeted.

The Bike:

Our bike course is known as one of the tightest and most technical anywhere in the ITU Cup series of events! Starting on the wide-open Grace Road Transition, Elite athletes soon get a taste of Old-Ireland as the bike route scoops you through Athlone's historic "West-Bank" by the Castle, past Ireland's oldest pub "Seans Bar" (no time for a pint though!), before climbing Bastion Street to Connacht Street, which was once the commercial heart of the town. A short descent leads to the wide, sweeping Magazine Road before a sharp left turn taking you on the out-and-back loop to the turnaround point. A westerly wind typically prevails, which makes for a fast, tailwind driven return to transition from the turnaround point. This can get fast!

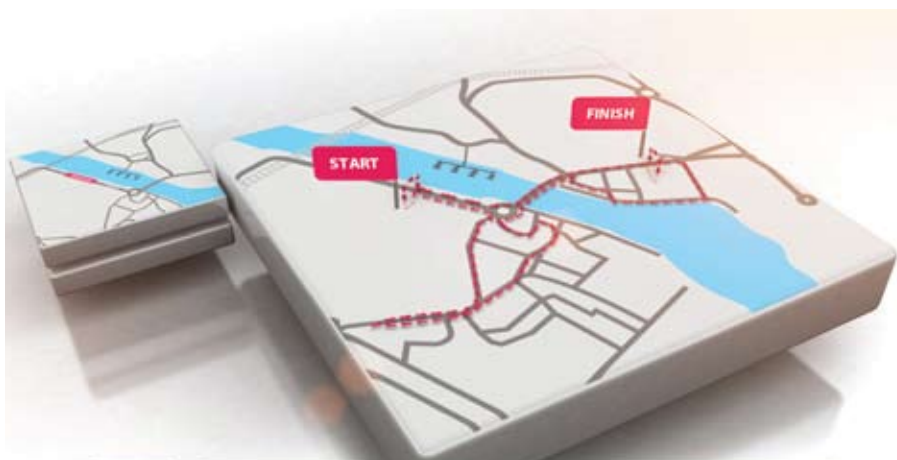


 **The Cycle** Elite Bike Course: 8 laps
Junior Bike Course: 4 laps

The Run:

Our most exciting part of the race is our run route. The narrow town centre streets of Old-Athlone's "West-Bank" plays host to the event once again. Athletes run from Grace Road where they will complete 2-Laps (Junior) and 4-Laps (Senior). The first lap starts when you cross the finish line for the 1st time.

Athletes run past Athlone's historical Castle, down and back up Grace Road along the banks of the River Shannon. They then cross the Town Bridge into Leinster and onto Church Street where the Finish line is located. A private Elite Recuperation Area is located in the Athlete Village.



 **The Run** Elite Run Course: 4 laps
Junior Run Course: 2 laps



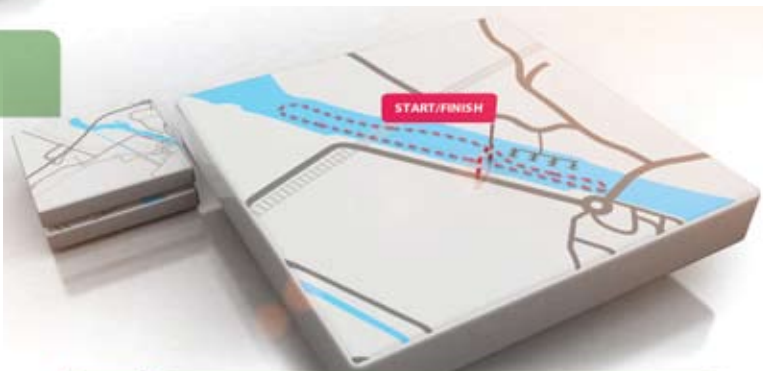
The Swim: Sprint Distance

The swim starts on the Connacht side of the River Shannon, at the Athlone Boat Club. The spectacular Inland & Coastal Marina Systems Pontoon will form the focal point of swim entry. For the Sprint Distance race, athletes will swim 350m down from the pontoon and then back up-stream exiting the water onto the back of the pontoon. An alternate route is in place if the river current is too strong (see www.triathlone.com for details).

 The Swim Sprint Distance

The Swim: Olympic Distance

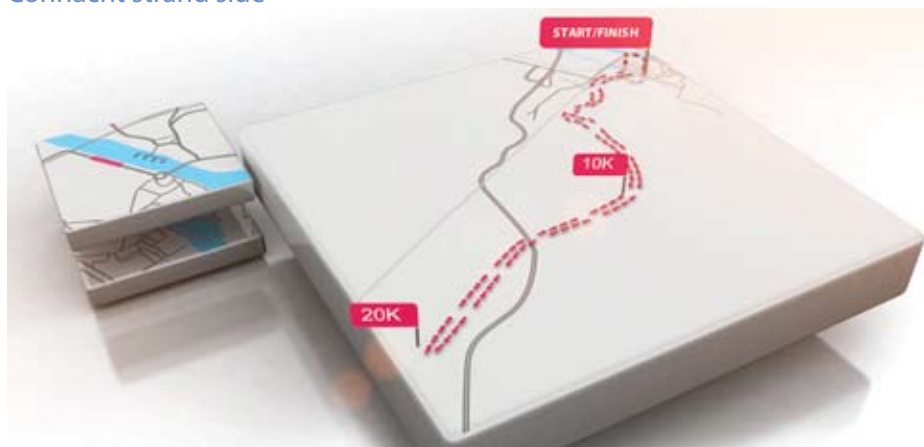
Olympic Distance athletes will complete the same route as the sprint distance event but will swim further upstream before turning back down river to exit onto the pontoon. An alternate route is in place if the river current is too strong. (see www.triathlone.com for details)



 The Swim Olympic Distance

The Swim: triAthlone try-a-tri

The Waterways Ireland triAthlone try-a-tri swim entry point is just 200m north of the pontoon on the Connacht strand side



The Bike:

The course this year will be held on fully closed roads. The course sets off from Transition Area which is inside the Army Barracks on Grace Road, and continues west on to the Old Galway Road, which has recently been bypassed by the new motorway. Olympic distance athletes will turn at 20km (almost at Ballinasloe) and come back in on the same route, while the sprint distance athletes will turn at the 10km point (at Clonark) on the same course.

 The Cycle

The Run:

Our most exciting part of the race is our run route. The narrow town centre streets of Old-Athlone's "West-Bank" plays host to the event once again. Athletes will exit the Army Barracks onto grace road where they will complete 2-Laps (Sprint) and 4-Laps (Olympic). The first lap starts when you cross the finish line for the 1st time.

Athletes run past Athlone's historical Castle, down and back up Grace Road along the banks of the River Shannon. They then cross the Town Bridge into Leinster and onto Church Street where the Finish, Recuperation and Baggage-Drop area is located at the Athlete Village in Civic Centre Plaza; all in the shadow of the stunning new Athlone Town Centre. This route will create a fantastic atmosphere as spectators will see athletes a total of 3 times every lap, and incorporates the Stand area of East Athlone.



 The Run

Somewhere to stay...

Athlone is filling up fast! If you haven't booked somewhere to stay... log on to:



AND DO IT NOW!

Truth be told, Athlone is almost full at this stage! Hotels, B&B's and Guesthouses have all informed us that bookings have been coming in record numbers ahead of Euro 2010. So what to do if you haven't already secured somewhere to stay?

Checkout www.athlone.ie for a list of the local accommodation providers: Guesthouses, B&B's, Self-Catering, Camping & Caravaning, Hotels and Spa Hotels.

Another option is Discover Ireland: Fáilte Ireland's portal which offers a look at accommodation throughout the region.

How far away can or should I stay?

Well, that's a very good question indeed! If you have your own transportation, such as a car, Athlone is well within reach of Dublin in roughly an hour.

The adjacent towns to Athlone are well worth checking out: each with their own unique flavours, sights and sounds. Within a 20-30 minute drive we highly recommend our fantastic neighboring towns of Glasson, Mullingar, Moate, Kilbeggan, Kinnegad, Roscommon, Tullamore, Clara, Longford, and Ballinasloe.

For those that prefer the city, both Dublin and Galway are only a 1-hour drive from Athlone - with a massive range of accommodation for all budgets and tastes!

for regional & national bookings see:



www.discoverireland.ie/Accommodation.aspx



Mid Ireland
IT'S A KIND OF MAGIC
www.midirelandtourism.ie

At Mid-Ireland Tourism's website you will find all the information you need to plan the perfect holiday. The region has plenty of Special Offers available. Don't forget to download the Mid-Ireland Visitors Card for further offers, discounts & added benefits. The authors of the Lonely Planet Ireland Guide 2010 have at last discovered what the people of Westmeath have known for years - that midland beauty reigns supreme & offers an unrivalled taste of 'genuine Ireland'.

CHECK OUT YOUR EUROPEAN CHAMPIONSHIPS GOODIE-BAG!



We've been working hard to give European Championships Athletes the best quality goodie-bag and mementos from the event. European Champs athletes get a once-off backpack, and included in this will be a special technical running tee. More details on the tee with pictures of the first items off the production line.....



Don't worry, we're not forgetting about our regular Waterways Ireland triAthlone athletes! There is a technical tee for ALL of the participants in the event this year!



ALL Finishers of the open Waterways Ireland triAthlone & the 2010 Athlone ETU European Triathlon Championships will receive a custom-made finishers medal!

There is also the option of purchasing a custom plate with your name and finishing time for the back. For more info see www.triathlone.com

That's about all we've got for this edition of the Waterways Ireland triAthlone Newsletter. But there is LOT's and LOT's more to come in June, giving you all the information and details you will need to get here, prepare for the event, and enjoy all that the 2010 Athlone ETU European Championships have to offer. Here's just a selection of what's to come in the next newsletter:

EURO CHAMPS TRIATHLON FEST

A full schedule of festival events, prizegiving ceremonies, expo, & activities in the Athlete Village will be launched in the next edition! It'll be a festival of Triathlon, Music & Irish Culture all around town! Not to be missed!

**DETAILED MAPS OF:
ATHLONE TOWN CENTRE
MAJOR RACE SITES
PLACES OF INTEREST**



Start Lists & Times

As we are still taking entries for the Open triAthlone Races (up until the end of May) and will not get the lists of European Championship participants from ETU National Federations until later this month. As a result, we are not in a position to finalise waves, start times etc. As soon as we have all this, it will be published. Expect it all in the June Newsletter!

Coming to Athlone to participate in the European Triathlon Championships?

Why not bring friends or family to take part in triAthlone? It's the same course as the European's and from €54, it's great value!

Enter now on www.triathlone.com



Wetsuit Hire is available now for all athletes at Dublin's Cycle Superstore!



WETSUIT HIRE

www.cyclesuperstore.ie