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**FOR IMMEDIATE RELEASE**

**ABC'S "THE BACHELOR" LENDS HIS SUPPORT  
IN THE FIGHT AGAINST AIDS**

**Toronto, ON – August 27, 2007** -- Island Triathlon Series Ltd. is delighted to announce the addition of ABC's "The Bachelor" **Andy Baldwin** as a competitor in the highly anticipated inaugural Island Triathlon Series™ (ITS) taking place in Providenciales, Turks & Caicos, B.W.I. on Saturday, March 29, 2009.

**Andy Baldwin**, along with other celebrities like seven-time WWE Woman's Champion **Trish Stratus**, will actively participate in the triathlon's "Celebrity Relay," supporting the ITS' signature fundraising initiative "Tri4Dignity™." Andy will participate in the biking portion of the relay and raise funds through pledges and help generate a greater awareness for Dignitas International—a global, medical, and humanitarian organization focused on HIV/AIDS treatment and prevention. Fans of "The Bachelor" can show their support by pledging Andy at [www.active.com/donate/tri4dignity/Celebrity\\_Relay](http://www.active.com/donate/tri4dignity/Celebrity_Relay).

Given the enormity of the AIDS pandemic and the need for financial support, it was easy for Hala Bissada, President & CEO of Island Triathlon Series Ltd. to align the event with this cause. "I've had the privilege of volunteering with Dignitas International for the past three years and know first-hand the tremendous strides that their team has made with their community-based care model. And through our Tri4Dignity program, all of our athletes, in particular our celebrity participants, will play an important role in raising funds to help further improve the lives of those served by Dignitas," said Bissada.

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ITS is quickly becoming the “IT” triathlon to participate in, with top pro-athletes already confirmed for the event including, Rutger Beke, Lisa Bentley, Desiree Ficker, Joanna Lawn, Chris Legh, Chris Lieto, Kim Loeffler, Chris McCormack, Melanie McQuaid, Matt Reed and Marino Vanhoenacker.

In addition to a stellar list of professional competitors, ITS is also delighted to announce that in addition to founding sponsor The Alexandra (host resort for the Series), both K-Swiss, Inc. (an athletic shoe company founded in 1966) and The Turks & Caicos Tourism Boards in both Providenciales and London will be partnering with ITS for this stellar event program.

For more information about the event, its athletes and sponsors, or to register as a participant, please visit [www.islandtriathlonseries.com](http://www.islandtriathlonseries.com).

### **Island Triathlon Series™ (ITS)**

The Island Triathlon Series™ is an original distance triathlon featuring **The Island Eighty™**: a 1-mile swim, a 66-mile bike ride and a 13-mile run set against a picturesque backdrop of the Providenciales, Turks & Caicos landscape. ITS is planning to expand its series to other island destinations, adding a new island each year over the next 3-4 years, culminating with its own World Championship in 2010. For more information about the race, to register or to volunteer, please visit: [www.islandtriathlonseries.com](http://www.islandtriathlonseries.com)

### **Dignitas International**

Dignitas International is a global pioneering medical and humanitarian organization harnessing the power of community to fight AIDS and to dramatically increase access to life-saving treatment and prevention in areas overwhelmed by the pandemic. Dignitas International is saving lives with a groundbreaking, sustainable community-based care model to be replicated throughout the developing world. The organization was co-founded by Dr. James Orbinski, former International President of Doctors without Borders—he accepted the Nobel Peace prize on behalf of the organization in 1999. Further information is available at [www.dignitasinternational.org](http://www.dignitasinternational.org)

### **TRI4Dignity™**

TRI4Dignity is the signature fundraising campaign for Island Triathlon Series™. This initiative gives athletes an opportunity to achieve a personal goal, raise money and awareness for Dignitas International, a global medical humanitarian organization focused on HIV/AIDS treatment and prevention, while offsetting their travel costs. For more information go to [www.islandtriathlonseries.com](http://www.islandtriathlonseries.com).



### **Hala Events & Communications Inc.**

Hala Events & Communications Inc. is the event producer of the Island Triathlon Series™. Hala Inc. is an international award-winning event management firm specializing in highly complex events with an international, national and/or regional scope. They have a stellar reputation for developing new, innovative event concepts that capture industry and public recognition. They plan strategically, focusing on results and long-term measurable success and developing events that make good business sense. For more information, please visit [www.halainc.com](http://www.halainc.com).

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### **Celebrity Profile:**

#### **ANDY BALDWIN**

U.S. Navy Lieutenant Andy Baldwin, M.D., an undersea medical officer for a special operations dive unit stationed in Pearl Harbor, Hawaii, is best known to millions as the real-life "officer and a gentleman" from the tenth edition of ABC's popular romance reality series "The Bachelor" in early 2007.

Within the world of competitive sport, Andy is also known as an accomplished triathlete and winner of recent humanitarian awards from *Triathlete Magazine* and *Competitor Magazine* for his work in Laos on a military mission—where he treated over 600 Laotians in remote mountain villages.

Andy grew up in Lancaster, Pennsylvania, where he was valedictorian in high school and a competitive swimmer who made All-American. He was even named ESPN's National Scholar Athlete of the Year in 1995. His move to the west coast inspired a new passion—cycling—which he combined with his excellence in swimming and running to compete in his first triathlon in 2000, falling in love with the sport. Andy has since gone on to compete internationally in numerous Ironman, Half-Ironman and other triathlons and marathons, often ranking among the top five finishers in his age group.

For more information on Andy Baldwin, visit his website at: [www.andybaldwin.com](http://www.andybaldwin.com).