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FOR IMMEDIATE RELEASE

**CELEBRITIES LACE UP TO SHOW THEIR SUPPORT
IN THE FIGHT AGAINST AIDS**

Toronto, ON – July 9, 2007 -- Island Triathlon Series Ltd. is thrilled to announce the participation of internationally renown recording artist **Chantal Kreviazuk** and seven-time WWE Woman's Champion **Trish Stratus** in the highly anticipated inaugural Island Triathlon Series™ (ITS) taking place in Providenciales, Turks & Caicos, B.W.I. on Sunday, March 29, 2009. Each celebrity will offer their support in a unique way for this impressive event:

Trish Stratus will actively participate in the triathlon's "Celebrity Relay," supporting the ITS' signature fundraising initiative "Tri4Dignity™." All ITS athletes will have an opportunity to 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.

Chantal Kreviazuk will be headlining the ITS post-race party on Sunday, March 29, 2009. The event will be hosted at the Alexandra Resort and those in attendance will include celebrities, government dignitaries and all ITS participants, including professional triathletes from the around the world. The evening will also feature the formal cheque presentation, made by the ITS president to Dignitas International, on behalf of the TRI4Dignity™ fundraising program.

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. Thousands of people are leading better lives because of their efforts," said Hala.



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 Lieto, Kim Loeffler, Chris McCormack, Melanie McQuaid, Matt Reed and Marino Vanhoenacker.

For more information about the event or to register as a participant, become a volunteer or to make a donation, please visit 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

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

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 off-setting their travel costs. For more information go to 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.



Celebrity Profiles:

CHANTAL KREVIAZUK

With an insightful wisdom that belies her sweet voice Winnipeg's Chantal Kreviazuk has become one of Canada's top music artists. The charming singer-songwriter-pianist began recording her luscious melodies in 1997, and her soulful sounds have garnered widespread acclaim across North America. Her first album, 1997's "Under These Rocks and Stones," sold over 100,000 copies and established Chantal both critically and commercially.

Her second album "Colour Moving And Still" was released in April 2000. It won her two Juno Awards for "Best Female Artist" and "Best Pop/Adult Album." Three years later, she reemerged with her next album, "What If It All Means Something." Chantal spent the next few years firmly establishing herself as one of the premiere songwriters in the industry by penning hits for the likes of Gwen Stefani and Kelly Clarkson.

And while other artists tend to mellow as their careers progress, Chantal found that she was crafting her most driving work with her fourth album "Ghost Stories," which was written by Chantal and her husband Raine Maida of Our Lady Peace (who also produced the album).

Although she is one of Canada's top stars, Kreviazuk is also one of Canada's most genuine. Chantal has demonstrated an outstanding commitment to human rights causes. She has been an avid supporter of War Child Canada donating her time and talents to raising funds and awareness for the charity. She was a key participant in War Child Canada's "Musicians in the War Zone", an interactive documentary project that combines an analysis of the impact of war on children with a call for Canadian youth to take action.

For more information on Chantal please visit her website at www.chantalkreviazuk.com

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TRISH STRATUS

Combining beauty with phenomenal wrestling abilities, Trish Stratus™ leads a new breed of WWE® Divas. She is the only woman in WWE history to hold the WWE Woman's Championship an unprecedented seven – times and can be found in the Guinness Book of World Records for this accomplishment. She combines beauty with brawn and will go down in history as one of the most renowned women in professional wrestling.

Trish made her debut with the WWE on March 19, 2000 on Sunday Night Heat™ as a valet for the tag-team of Test™ and Albert (T&A). Trish quickly proved that she could handle herself in the ring, and her ascension to WWE superstardom had begun. Trish's hard work and dedication paid off in November 2001 when she became the WWE Woman's Champion for the first time.

In September 2006, Trish retired from the world of wrestling. In front of 20,000 fans in her hometown of Toronto, Trish won the WWE Woman's Championship for a record setting seventh timing, a feat that no other female has accomplished in the history of the WWE. In fact, she can be found. She has also won the coveted Babe of the Year title three times, and is the reigning Diva of the Decade.

Trish Stratus strongly believes in giving back to the community and in using her status as a WWE Superstar to benefit others. She has been celebrity ambassador for the Sunshine Games, and has supported other charities such as; Easter Seals, Dreams Take Flight and The Special Olympics as well as The Sick Kids Foundation.

For more information on Trish Stratus, visit her website at: www.trishstratus.com