



**CANADA CONTACT:** Susan Zuzinjak  
smitten creative boutique  
Tel: 416-782-5879  
[www.smittencreative.com](http://www.smittencreative.com)  
[susan@smittencreative.com](mailto:susan@smittencreative.com)

**USA, Caribbean & Abroad CONTACT:**  
Lisa Snyder Consulting, USA  
Tel: 303-601-5580; Fax: 303-221-6747  
[lisasnyderpr@yahoo.com](mailto:lisasnyderpr@yahoo.com)

**FOR IMMEDIATE RELEASE**

**ISLAND TRIATHLON SERIES™  
To Launch Inaugural Event in Providenciales, April 10<sup>th</sup> 2007**

*The Alexandra Hotel to Host Press Conference with TCI Tourism Board*

**Toronto, ON—March 13, 2007** – Hala Events & Communications Inc. is pleased to announce its inaugural Island Triathlon Series™ with a press conference and social reception on Tuesday, April 10, 2007 with Premier Michael Misick and representatives from the TCI Tourism Board. The afternoon will feature a short presentation on the Island Triathlon Series™ and an opportunity for questions and answers with the creator and producer of the event, Hala Bissada, President & CEO of Hala Events & Communications Inc. The event will be held at The Alexandra, the official race hotel for the Island Triathlon Series™, beginning at 2pm EST, with media interviews held from 2:30pm until 3:30pm, EST.

The original-distance of this triathlon series, *coined* The Island Eighty™, will feature a 1-mile swim, a 66-mile bike and a 13-mile run that will take place in Providenciales, Turks & Caicos, B.W.I. on Sunday, March 29, 2009. ITS is quickly becoming the “IT” triathlon in which to participate, 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.

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This is the first time a triathlon event has come to the Islands of the Turks & Caicos. Welcomed and endorsed by the Premier's Office, Tourism Board, local hoteliers and excursion companies, the ITS plans to include as much as the local community as possible. ITS is planning to expand its series to other island destinations, adding a new island each year over the next three to four years, culminating with its own World Championship in 2010.

Hala Events & Communications, Inc., producers of the series, is an international, award-winning event firm based out of Toronto, Ontario, Canada. They pride themselves on being a leader in the event management sector, specializing in creating unique and original events benefiting charities and incorporating a charitable component to their event. ITS is no exception. With ITS came the birth of its signature fundraising initiative "Tri4Dignity™." TRI4Dignity provides athletes with an opportunity to achieve a personal goal and off-set their travel expenses while also raising funds and awareness for Dignitas International, a global, medical, and humanitarian organization focused on HIV/AIDS treatment and prevention. The organization was co-founded by Nobel Peace Prize winner Dr. James Orbinski, former International President of Doctors without Borders, who accepted the award on behalf of the organization in 1999. Coincidentally, the first Island Triathlon Series™ event will take place on March 29, 2009.

To schedule an interview for the press conference, please contact Hala Inc. directly or Lisa Snyder Consulting, USA. 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](http://www.islandtriathlonseries.com). For more information on the Turks and Caicos Islands please visit [www.turksandcaicostourism.com](http://www.turksandcaicostourism.com).

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### **Island Triathlon Series™**

Set to take place on March 29, 2009, the Island Triathlon Series™ is an original distance triathlon featuring the **Island Eighty™**-- a 1-mile swim, 66-mile bike and 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 volunteer please visit: [www.islandtriathlonseries.com](http://www.islandtriathlonseries.com)

### **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, please visit [www.islandtriathlonseries.com](http://www.islandtriathlonseries.com).

### **Dignitas International**

Dignitas International is a global pioneering medical 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 Nobel Peace Prize winner Dr. James Orbinski, former International President of Doctors without Borders, who accepted the award on behalf of the organization in 1999. Further information is available at [www.dignitasinternational.org](http://www.dignitasinternational.org)

### **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).

### **Turks and Caicos Islands**

The 40 islands of the Turks & Caicos, of which eight are inhabited, are renowned for their award-winning beaches, diving and array of world-class resorts. Additional activities include tennis, golf and horseback riding. The islands feature a variety of spa and body treatment services and is home to the world's only conch farm. There are three daily 90-minute direct flights from Miami, a US Airways direct flight from Charlotte, twice weekly flights from New York and weekly flights Boston, Philadelphia, Atlanta and Toronto. For more information on travel, visit the Turks & Caicos Islands Tourist Board Web site at [www.turksandcaicostourism.com](http://www.turksandcaicostourism.com) or call (800) 241-0824.