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FOR IMMEDIATE RELEASE

Date Change for Island Triathlon Series: March 2009

Toronto, ON, October 9, 2007 – Hala Bissada, President and CEO of Island Triathlon Series™ (ITS), announced today that the inaugural event slated for December 1, 2007 has been postponed to Sunday, March 29th, 2009 to accommodate a title sponsor which will be announced in the first quarter of 2008.

All ITS event elements, including worldwide broadcast in 85 countries, elite athlete participation and celebrity involvement will remain the same for the 2009 event date. This includes Andy Baldwin of ABC's "The Bachelor" and seven-time WWE Woman's Champion Trish Stratus who will both actively participate in the Celebrity Relay while supporting the ITS' signature fundraising initiative "Tri4Dignity™."

Internationally renowned singer Chantal Kreviazuk will also 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 check presentation, made by the ITS president to Dignitas International, on behalf of the TRI4Dignity™ fundraising program.

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Dignitas International, a global medical and humanitarian organization focused on HIV/AIDS treatment and prevention, is proud to be selected as the charity of choice for the inaugural Island Triathlon Series™ in Turks & Caicos. 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. Created for this organization is the triathlon's signature fundraising campaign, TRI4Dignity™. ITS is also working with the local National AIDS Committee of Turks & Caicos Island to generate awareness of the event and donations for the cause.

Bissada states, "We are confident that ITS will continue to present both our partners and participants with an exceptional experience. This is a new and exciting luxury brand that will redefine the sport of triathlon." The early success in establishing the ITS brand is largely attributed to the stellar team created by Hala Events, which is the proud recipient of four international awards as an event producer.

The company's vision to create a unique sports property is being realized with the support of the ITS premium partners, including K-Swiss, a premier athletic shoe and apparel company and the Turks & Caicos Tourism Board with offices in Providenciales, New York, London and Toronto. Please visit www.islandtriathlonseries.com for more information.

The 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 to volunteer, please visit: [**www.islandtriathlonseries.com**](http://www.islandtriathlonseries.com)

Dignitas International

Dignitas International is a 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. 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)



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.

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October 9, 2007: lds