



IronKids Flock to St. Pete's Historic Spa Beach This Weekend

Free Film Festival, Family Events Highlight Elite Youth Triathlon

St. Pete/Clearwater, FL (June 5, 2009) – Home to the Ironman World Championship 70.3 since 2006, the St. Pete/Clearwater area will play host to this weekend's IronKids Series, the youngest member of the World Triathlon Corporation family.

Drawing around 200 youth competitors ages 6 to 15, the triathlon will begin on Sunday at 8 a.m. at Spa Beach, the base of the St. Pete Pier.

The event includes a beach swim departing from Spa Beach, a bike ride along the downtown waterfront and a run through the grass trails around Spa Beach Park.

“To be able to host both the Ironman World Championship 70.3 and an IronKids race demonstrates that the St. Pete/Clearwater area is one of the premiere sports tourism destinations in the country,” said Kevin Smith, Director of the St. Pete/Clearwater Sports Commission. “It’s an honor to host athletes of any age that are of this caliber.”

Admission is free and spectators are encouraged to cheer on the young athletes as they complete the traditional triathlon course.



Photo courtesy of asiphoto.com

Distance for each of the race segments varies depending on the age of participants:

- Junior (ages 6 to 8): 50-yard swim, 2-mile bike and 500-yard run
- Intermediate (ages 9 to 11): 150-yard swim, 4-mile bike and 1-mile run
- Senior (ages 12 to 15): 300-yard swim, 8-mile bike and 2-mile run

The public is invited to take part in the free, interactive elements of event weekend, including the IronKids Expo and IronFlix film festival.

The IronKids Expo, which takes place Saturday from 11 a.m. to 4 p.m. and Sunday from 8 to 11 a.m. at Spa Beach Park, will feature product booths for sampling as well as nutrition and motivational clinics.

Screenings for IronFlix will take place on Friday night at 7:30 p.m. at Straub Park and five times throughout the day on Saturday at The Pier. The children's film festival features a mix of inspirational shorts and features, including [Emmanuel's Gift](#), the true story of a disabled athlete from Ghana, Africa.

Families can also visit BayWalk in downtown St. Pete, on Saturday from 4 to 6 p.m. for music and a variety of street performances.

IronKids' races have seen more than 40,000 participants in its history and have introduced some of the sport's greatest competitors with past participants including seven-time Tour de France champion, Lance Armstrong and U.S. Olympians, Hunter Kemper and Laura Bennett.

For more information on IronKids or this weekend's events, please visit http://www.ironkids.com/Locations/IronKids_St_Petersburg.htm.

Visit St. Pete/Clearwater is the destination marketing organization for Pinellas County, Florida.

For more information: www.VisitStPeteClearwater.com



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