

BEST PLACE TO WATCH SPOTS

AGE GROUP TRIATHLON

- Jordan Creek Town Center
- Gray's Lake along Fleur Drive
- Gray's Lake pedestrian bridge
- Walnut Street bridge
- Grand Avenue bridge
- Nollen Plaza downtown Des Moines
- Grandstands at the finish line

WORLD CUP TRIATHLON

- Gray's Lake pedestrian bridge
- Corner of Finkbine and Court Avenues
- Corner of Fifth and Grand Avenues
- Grandstands at the finish line

IOWA OUTDOOR WELLNESS ADVENTURE

Hy-Vee is the presenting sponsor of the first-ever Iowa Outdoor Wellness Adventure at the Iowa Capitol Complex.

Learn about the abundance of outdoor activities and facilities available in Iowa. Experience the thrills of adventure first-hand, test the latest in sports and fitness equipment, and take part in wellness seminars and demonstrations.



**FRIDAY- SUNDAY
JUNE 15-17
10 AM TO 7 PM
IOWA CAPITOL COMPLEX
ADMISSION: FREE**

EVENTS

- Des Moines Triathlon Club seminar and training techniques
- Rich Wieber's Bicycle Stunt Show
- Red Bull Wingers freestyle soccer performance
- Des Moines Menace soccer clinics
- Flatwater Kayak Rodeo
- On-site archery range
- Geocaching – global positioning treasure hunt adventure game
- Department of Natural Resources' all-terrain vehicle simulator test drive
- Aspen Athletic Club's cardio-tennis class
- Wellmark Blue Cross Blue Shield Health and Wellness Village.

TRIATHLON FACT

Many triathletes still have enough stamina left to run a 5-minute mile during the last leg of a triathlon.

THANKS TO THESE SPONSORS FOR BRINGING THE WORLD TO DES MOINES!



ALL PROCEEDS FROM THE HY-VEE BG WORLD CUP TRIATHLON WILL BENEFIT VARIETY – THE CHILDREN'S CHARITY OF IOWA.



JUST TRI IT! JUNE 16 & 17

SPECTATOR GUIDE



HyVee
triathlon
DES MOINES, IOWA • 2007
presented by **PEPSICO HUMMER**

HY-VEE BG WORLD CUP TRIATHLON

This weekend, the eyes of the world will be on Des Moines as it steps into the spotlight as only the fourth U.S. city to host a World Cup event since the sport of triathlon was elevated to Olympic status. Athletes representing the best-of-the-best from countries around the world are here to compete for the richest prize purse in the sport's history – \$700,000 – in the Hy-Vee BG World Cup Triathlon.

SCHEDULE OF EVENTS

FREE PARKING
FREE ADMISSION

SATURDAY, JUNE 16, 2007

Kid's Triathlon

Gray's Lake

- 9:00 AM: Boys and Girls ages 5-6
- 9:30 AM: Boys and Girls ages 7-8
- 10:00 AM: Boys and Girls ages 9-10
- 10:30 AM: Boys and Girls ages 11-12
- 12:00 PM: Awards

Junior National Championships

- 2:00 PM: World Cup Course
- 6:00 PM: Finish & Awards Ceremony (State Capitol)

SUNDAY, JUNE 17, 2007

Amateur Triathlon

Gray's Lake Start - State Capitol Finish

- 6:00 AM: Start
- 11:30 AM: Finish & Awards Ceremony

Hy-Vee BG World Cup (Women)

Gray's Lake Start - State Capitol Finish

- 1:00 PM: Opening Ceremony
- 1:30 PM: Start
- 3:30 PM: Finish

Hy-Vee BG World Cup (Men)

Gray's Lake Start - State Capitol Finish

- 4:30 PM: Start
- 6:30 PM: Finish

Awards ceremony for both men and women immediately following men's event.



TRIATHLON FACT

Triathlon event order:
Swim. Bike. Run.

OPENING CEREMONIES

2007 HY-VEE BG WORLD CUP TRIATHLON

SUNDAY, JUNE 17
GRAY'S LAKE

1:00 PM: Before Women's Elite Race

4:00 PM: Before Men's Elite Race

Entertainment: Valley Drum Line
McKinsey Bag Pipes

AWARDS CELEBRATION AND POST-EVENT PARTY

The inaugural Hy-Vee BG World Cup Triathlon draws to a close with the awards ceremony and post-event party at the new West Capitol Terrace at the foot of the Iowa State Capitol Complex. Join us for food and fun at the post-race festival.



TRAVELING & PARKING

- To access downtown Des Moines from I-235 during the reconstruction project, eastbound traffic should exit at Seventh Street, westbound traffic at Third Street. Traffic leaving the downtown area can access I-235 east or west from Second Avenue.
- Parking for Gray's Lake events is in Waterworks Park
- Handicapped parking is available in the southwest parking lot of Gray's Lake and near the finish line at East 10th and Des Moines Street.
- Shuttle buses will run regularly throughout the day from Gray's Lake to the downtown area.
- Follow the action on one of four Jumbotron screens located at Gray's Lake; Court Avenue between Fourth and Fifth Streets; at the finish line/State Capitol and at the Pepsi Stage in West Capitol Terrace Park.

TRIATHLON FACT

The \$700,000 prize purse is the richest ever on the ITU elite triathlon circuit.

SEE IT UP CLOSE. BE A PART OF IT.

AMERICAN ATHLETES TO WATCH

HUNTER KEMPER

First American male triathlete ever to be crowned number one in the world.

LAURA BENNETT

Finished the 2006 season ranked fourth in the world and highest-ranked American woman.

ANDY POTTS

Broke into the ITU top 100 in 2003 as a rookie and entered the top 10 at season's end in 2005.

SARAH HASKINS

First triathlon competition was in 2004 and she has shot to the top as the second-ranked American and fifteenth in the world.



RACE DISTANCES

AMATEUR AND WORLD CUP

SWIM

.9-mile

BIKE

24.8-mile bike

RUN

6.2-mile run

TRIATHLON FACT

Each elite men's and women's champion will receive a \$200,000 first-place prize and an H3 HUMMER.

