



October 1, 2007

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DON'T JUST CHOOSE YOUR WEAPON

Announcing North Carolina's Iron Distance Event

By Brad Culp
 Photos Courtesy of birdseyeview.net

Oct. 1, 2007 -- Set Up Events, which produces over 65 races on the East Coast each year, has announced the inaugural Beach2Battleship Iron Distance Triathlon in Wilmington, N.C. The event, which also features a half-iron distance, will take place on November 1, 2008, with registration opening on January 2nd.

Set Up Events has been producing some of the Eastern Seaboard's most popular events for 14 years. Under the direction of legendary race director Bill Scott, Set Up Events puts on more races each year than any other production company. In 2007, over 18,000 triathletes (about 20% of all triathletes in the U.S.) raced in at least one Set Up Events race.

The Beach2Battleship Triathlon will be Set Up Event's second iron-distance race. They produced the Duke Blue Devil Iron Distance Tri for four years, but according to Jeremy Davis, who will serve as RD for the Wilmington event, the Blue Devil lacked community support.



"That won't be a problem in Wilmington," Davis said. "The city is perfect for an event like this and they have pledged an incredible amount of volunteer support."

Davis expects about 500 athletes to be at the start line for the full-iron race, with equally as many starting the half. Unlike Ironman events, which typically fill up in an hour, athletes will be able to register for the Beach2Battleship race as late as two weeks prior to race day.

"We're not trying to rival Ironman's numbers," Davis said. "We're just putting on an alternative 140-mile event. It's

all about the age group athlete who wants to do the distance."

Davis says he'll likely offer a small prize purse, but it will be for the top amateurs and there will not be a pro-specific race.



The course is ideal for those making their first attempt at the iron distance. Both the bike and run will be pancake-flat, as racers stay close to the beach at all times. The swim will start from a barge, before athletes make a down-channel swim. You can expect some fast times, especially since November temperatures in Wilmington rarely top 70 degrees.

The cost of the race will be under \$300 for those who register early, with prices climbing no higher than \$325 for late registrants.

For more information on the race, visit

www.beach2battleship.com

For more information on Set Up Events, visit www.setupevents.com

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