

FOR IMMEDIATE RELEASE



IRONMAN ANNOUNCES NEW IRONMAN 70.3 PENNSYLVANIA HAPPY VALLEY TRIATHLON LOCATED IN STATE COLLEGE

- 2023 IRONMAN 70.3 Pennsylvania Happy Valley to take place on the campus of Penn State University and the surrounding State College, Pa. region

- Inaugural IRONMAN 70.3 Pennsylvania Happy Valley triathlon scheduled to take place July 2, 2023; General Registration to open October 5, 2022 and can be accessed by visiting, www.ironman.com/im703-pennsylvania

STATE COLLEGE, Pa. / TAMPA, Fla. (Sept. 29, 2022) – IRONMAN announced today that State College, Pennsylvania and the Happy Valley will play host to the newest IRONMAN® 70.3® triathlon. The inaugural IRONMAN® 70.3® Pennsylvania Happy Valley triathlon is schedule to debut on July 2, 2023. Athletes will take on their race journey touching some iconic areas such as Bald Eagle State Park, Centre and Clinton Counties and the Penn State University Campus, including an epic finish at Beaver Stadium. General registration for the IRONMAN® 70.3® Pennsylvania Happy Valley triathlon will open on Wednesday, October 5, 2022 at www.ironman.com/im703-pennsylvania.

“We are thrilled to bring the excitement of IRONMAN 70.3 racing to Central Pennsylvania and beautiful Centre and Clinton Counties,” said Drew Wolff, Regional Director for The IRONMAN Group. “With the longstanding history that triathlon has in this region, we know our athletes will enjoy the stunning scenery, beautiful weather and friendly community here in State College.”

IRONMAN 70.3 Pennsylvania Happy Valley will treat athletes to a 1.2-mile swim in Foster Joseph Sayers Reservoir at Bald Eagle State Park, a scenic 56-mile bike ride through the beautiful rolling hills of Centre and Clinton Counties, culminating with a 13.1-mile run on the campus of Penn State University including a unique finish line experience for athletes inside Beaver Stadium, home to the Penn State University Nittany Lions.

“On behalf of all of the communities and valleys that comprise our beautiful Happy Valley, PA, we are thrilled to welcome IRONMAN to the heart of Pennsylvania,” said Happy Valley Adventure Bureau President and CEO Fritz Smith. “Our pristine waters, picturesque ridges and valleys, old growth forests and bucolic farmland provide a wonderful setting for this popular endurance event.”

“Outdoor adventure abounds in Happy Valley; it is why so many people choose to live here and visit here. It is only fitting that we play host to the thousands of world-class athletes who will compete in the IRONMAN 70.3 Pennsylvania Happy Valley triathlon,” added Happy Valley Sports & Entertainment Alliance Chair Joe Battista. “We are confident that participants and their families and friends will experience the best of Happy Valley hospitality as they enjoy our fantastic dining scene, shops and lodging accommodations during their time here.”

Located in the heart of Central Pennsylvania, Centre County is home to Penn State University. The picturesque scenery of Pennsylvania is easily accessible by just a few hours' drive or a short flight. Head to Penns Valley and Penn's Cave & Wildlife Park for a boat ride tour through America's ONLY All-Water Cavern & Farm-Nature-Wildlife Park! Be sure to stop in at the American Philatelic Center, for a free tour, at the largest stamp collecting facility in the world. This region offers visitors and locals alike plenty to do year-round, everything from concerts, historic site tours and museums, exploring the trails, fishing, and boating in the area's many lakes and rivers. Whatever one's definition of adventure is, it can be found in Happy Valley, Pennsylvania.

General registration for the 2023 IRONMAN 70.3 Pennsylvania Happy Valley triathlon will open Wednesday, October 5, 2022. The 2023 IRONMAN 70.3 Pennsylvania Happy Valley triathlon will offer qualifying slots to the 2023 VinFast IRONMAN 70.3 World Championship in Lahti, Finland

For more information about the 2023 IRONMAN 70.3 Pennsylvania Happy Valley triathlon www.ironman.com/im703-pennsylvania. For more information on the IRONMAN brand and global event series, please visit www.ironman.com. Media inquiries may be directed to press@ironman.com.

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About Happy Valley, PA

Surrounded by more than 750,000 acres of state forests, Happy Valley, PA makes an excellent base camp for outdoor activities. Happy Valley has plenty of biking/hiking/kayaking fun from the Harvest Fields Community Trails to Foster Sayers Dam at Bald Eagle State Park. Unique attractions include Penn's Cave and Wildlife Park (#seeitbyboat), and the Columbus Chapel and Boal Mansion Museum. The 14-member Central Pennsylvania Tasting Trail features locally crafted beer, spirits, wine and cider. Happy Valley is home to Penn State University and Nittany Lion pride. Delicious farm-fresh ice cream is served up daily at Penn State's famous Berkey Creamery, a Penn State tradition since 1865. In Happy Valley, you'll discover the vibrant, small Big Ten university city of State College, and charming small communities like historic Bellefonte, Philipsburg and Millheim. Happy Valley, PA is accessible, affordable, accommodating, artsy and adventurous – and located right in the middle of beautiful Pennsylvania scenery just a few hours' drive or a short flight away. Whatever one's definition of adventure is, we believe it can be found here in #HappyValleyPA. For more inspiration, visit www.happyvalley.com, dispatch.happyvalley.com or follow on [Facebook](#), [Instagram](#) and [Pinterest](#).

About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, the Rock 'n' Roll Virtual Running™ Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series events including Tarawera Ultra and Ultra-Trail Australia™, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events including Haute Route®, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit www.ironman.com/about-ironman-group.

About Advance

Advance is a private, family-held business that owns and invests in companies across media, entertainment, technology, communications, education and other promising growth sectors. Our mission is to build the value of our companies over the long-term by fostering growth and innovation. Advance's portfolio includes Condé Nast, Advance Local, Stage Entertainment, The IRONMAN Group, American City Business Journals, Leaders Group, Turnitin, 1010data and Pop. Together these operating companies employ more than 17,000 people in 29 countries. Advance is also among the largest shareholders in Charter Communications, Warner Bros. Discovery and Reddit. For more information visit www.advance.com.