



NEWS RELEASE FOR IMMEDIATE RELEASE: FRIDAY 15 MAY 2020

Accuro Jersey Triathlon to go Virtual for 2020 event

Further to the recent Government of Jersey's update on the detailed and phased approach to COVID-19 over the coming months, organisers of the Accuro Jersey Triathlon have now conceded that it will not be possible to operate their specific mass participation triathlon event in its current format and comply with the strict physical distancing and travel restrictions that will still be in place in July, when the event was due to take place.

Organisers have instead decided to adapt the showcase triathlon event into a virtual triathlon challenge that will take place over a three-week period commencing on 1st July and finishing on the 19th July, which would have been the original event date for the event in 2020.

The virtual triathlon challenge will be open to athletes of all abilities and will offer people with no previous triathlon experience the opportunity to participate in their first triathlon in what will be a very approachable format. Participants would be able to complete the three required disciplines (swim, bike and run) in any order, at any time and at any location during the three-week period. The event will also include a relay team option, a duathlon option and a full range of junior triathlon options. Full details on the challenge, including a comprehensive challenge pack and information on how to register will be available within the next two weeks, say the organisers.

Fundraising will be central to the challenge, say organisers, and all participants will be asked to support the event's three official charities during a very difficult fundraising environment, by either donating at the point of entry or raising sponsorship funds over the course of the event. The three official charities in 2020 are; Brightly, Alzheimer's Jersey and Oscar MacLean Foundation.

Andrew Thomas, Managing Director of 3D Events and organiser of the Accuro Jersey Triathlon says; “Naturally we are disappointed not to operate the full race format in 2020, we are very aware that many people have trained hard to date, and so we have given the event every opportunity to go ahead, but these are quite extraordinary times and so we have to adapt as best we can, so we can comply with all current safety restrictions that are in place.

We are really excited at the potential of the virtual challenge to be a focal point for our local triathlon and sporting community, especially during these difficult times. There are a large number of people out there who are very active at the moment with very few events to participate in, and so we encourage and welcome everyone to join us for the virtual triathlon challenge and help fundraise for our local charities.”

Paul Douglas, Managing Director of Accuro Trust Jersey said: “In the current circumstances the organisers have made the difficult but correct decision to not go ahead with the 2020 mass participation event. We applaud them for having made the most of the situation by presenting the sporting community with an exciting and unique virtual challenge. This opens the event to novice and seasoned athletes both on and off the Island of Jersey to test themselves and thereby enable important fundraising. We are delighted to be associated with this new formula as it is reflective of how Jersey is able to overcome adversity and use its ingenuity to enhance not only its own environment but that of others around the globe”.

Organisers say that all participants who have already entered the Accuro Jersey Triathlon 2020, will have their entries carried over to the 2021 event, at no additional cost. The next event is scheduled to take place on Sunday 11 July 2021.

Entry for the Accuro Jersey Triathlon – Virtual Challenge costs just £5 per person and includes, a finisher medal, technical t-shirt, all booking fees, challenge information pack and ongoing support throughout the challenge.

Full details on the Accuro Jersey Triathlon – Virtual Challenge and how to register will be available from jersey-triathlon.com in approximately two weeks’ time.

For more information and interview requests, please contact:

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Notes to Editors:

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For further information on the Accuro Group, please refer to its website: www.accurofiduciary.com

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