

Media Release

FOR IMMEDIATE RELEASE

6th February 2012

Launch of Team PureSport -Triathlon

[PureSport](#), together with major sponsors [Champion System](#), [Merida](#) and [Vorgee](#) are proud to officially launch Team PureSport - Triathlon. The launch will take place on Saturday 11th February 2012, during the [Geelong MultiSport Festival](#) at the [Edge Geelong](#) on the waterfront.

[Team PureSport - Triathlon](#) has been created to showcase many of Australia's top age group Triathletes. Including current World and Australian Champions, Michael Maroney, Lauren Robertson, Linda O' Connor, Peter Foster, Alison Ryan, Tracey Zammit, Jan Avery-Spoor, Tony Duffy, Simon Nash and Peter Court.

PureSport National Sales Manager, Duncan Inkster, says, "This exciting team concept of 30 age group athletes is unique in Australia and possibly the world. These athletes are everyday people with fulltime jobs and families, yet they are also able to train and race as some of the fittest people in the world, when it comes to triathlon. We believe in supporting these athletes, the Sport and Australia benefits with great role models and ambassadors for a healthy and active lifestyle. This team will feature heavily in the 2012 [World Triathlon Championship](#) to be held in New Zealand 17-22 October".

Team PureSport are supported by major sponsors [PureSport](#) for nutrition, [Champion System](#) for race and training apparel, [Vorgee](#) for swimwear and goggles and [Merida](#) for bikes. Together we are proud to be able to support these athletes to compete at their very best and look forward to [Team PureSport - Triathlon](#) growing from strength to strength in the future.

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About

The PureSport Australia HQ is based in Brisbane, Queensland. PureSport™ Nutritional Performance Sports Drinks with Protein are manufactured by Human Performance Labs™ who develop superior nutritional performance sports drinks for athletes of all types. Created by Dr. John Ivy, renowned Chairman of Health and Kinesiology at the University of Texas at Austin, PureSport Workout and PureSport Recovery formulas are designed to nutritionally enhance the human body's performance during and after strenuous athletic activity.

PureSport sponsor a number of sports [clubs](#), and [athletes](#), including Olympic gold medallist Michael Phelps and Australian Olympic swimmer's Kylie Palmer, Matt Abood and Rhys Maidstone. Currently PureSport are involved with and sponsor a range of cycling, ball sports, running, stick and racquet sports, swimming and triathlon events, clubs and associations. Our aim is to educate athletes on the importance of nutrition and the impact this has on their performance and recovery.