

So Sri Lanka IRONMAN 70.3 Colombo; Sri Lanka's largest sports tourism event

■ Largest sporting Expo in the Colombo-LA Colombo from 21 to 24 February
 ■ Over 730 athletes from 18 countries
 ■ Expected revenue for Sri Lanka over \$ 2.5m

THE country's biggest international sporting event, the Sri Lanka IRONMAN 70.3 Colombo, is ready to officially kick off on 21 February. The second edition of the event is slated to conclude on 24 February and attention for the country came at the top benefit of boosting an event of this scale in Sri Lanka. The competition will see the participation of over 730 athletes from 18 countries but, with attention to the foreign and local spectators, the foreign contribution to the event.



IRONMAN team

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"We aimed to bring in the IRONMAN 70.3 participants and the organizers to Sri Lanka and give them a challenge. Last year was a major step of the challenge leading to Sri Lanka 70.3 Triathlon and been very and regular since they were first to come back to Sri Lanka. We are looking to challenge athletes. We are confident with how the event unfolded last year and with the response we received from locals as well as the foreign

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