

# FOR THE SECOND CONSECUTIVE YEAR

The country's biggest international sporting event, and Asia's highest athletes' satisfaction rated event in 2018, So Sri Lanka IRONMAN 70.3 Colombo, kicks off once again, from 21-24 February 2019. This edition is endorsed to increase engagement and attention for the country, some of the key benefits of hosting an event of such magnitude in Sri Lanka. The competition will see the participation of over 700 athletes from 58 countries, with another 900 friends and family accompanying the foreign participants to Colombo.

As the host hotel for the second consecutive year, Shangri-La Hotel, Colombo is ready to welcome participants and their extended families to the So Sri Lanka IRONMAN 70.3 Colombo. Pro-Am Serendib (Pvt.) Ltd., the official licensee of the World Triathlon Corporation and owner of the IRONMAN global triathlon brand powered by Sri Lanka Tourism, are gearing up to showcase Sri Lanka as a viable destination for sports tourism and outdoor recreation, while encouraging Sri Lankans to get more involved in



physically challenging activities.

Director of Sales and Marketing for Shangri-La Hotel Chris McFall, Colombo said "Sri Lanka has experienced significant growth in visitor numbers over the last few years.

Shangri-La Colombo is ideally positioned to support the destination to be competitive for international conference and sporting events, such as So Sri Lanka IRONMAN 70.3". He

further elaborated,

"The Hotel situated within 50 metres from the Transition Area, for stress free course recons is a definite plus point on event day, further the registration at the exposition from 21- 23 Feb. Bike Mechanics, roll down after party, special F&B offerings including carb loading at the Table One, and much more. Hence, Shangri-La Hotel is the place to be and stay for all IRONMAN event conveniences."