



## **COUNTY OF LAKE**

### **MARKETING & ECONOMIC DEVELOPMENT PROGRAM**

255 North Forbes Street  
Lakeport, California 95453-5406  
707-263-2580 FAX 707-263-1012

[www.lakecounty.com](http://www.lakecounty.com)

**CONTACTS: Debra Sommerfield, (707) 263-2277  
Melissa Fulton, (707) 263-5092**

**FOR IMMEDIATE RELEASE**

**February 21, 2007**

### **TRIATHLON ONE O ONE SERIES TO COME TO LAKE COUNTY ON JUNE 10, 2007**

### **TOWN HALL MEETING SCHEDULED FOR MARCH 7, 2007**

**LAKE COUNTY, CA** – A new international triathlon series, Triathlon One O One, is set to launch in 2007 in North America, visiting four destinations, including Lakeport in Lake County, California, on June 10, 2007.

A town hall meeting will be presented at 6:00 p.m. on March 7, 2007, in the Lake County Board of Supervisors Chambers at the Lake County Courthouse, 255 N. Forbes Street, Lakeport. Representatives from local community-based organizations are encouraged to attend to find out about volunteer opportunities and the potential for fundraising associated with this event. Members of the public are welcome to attend.

Triathlon One O One offers a new distance in triathlon racing by featuring a 1.86 mile (3 km) swim, followed by an 80.6 mile (130 km) bike, and then an 18.6 mile (30 km) run – a total distance of 101.06 miles. The series stops include Florida in May, California in June, Nova Scotia in September, culminating in Texas in November with the Triathlon One O One World Championship.

According to event organizers, the series may expand to a total of 20 events worldwide in 2008. Each Triathlon One O One event features a \$50,000 USD prize purse and is limited to the first 1,500 age group participants. The Championship event will offer a \$150,000 professional prize purse with a field limited to 2,000 participants from North America and abroad.

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The Triathlon One O One Clear Lake event will be held Sunday, June 10, 2007, and participants are expected to begin to arrive in the middle of the week prior to the race. The event is expected to attract hundreds of participants during this its inaugural year with potential growth in attendance to more than one thousand participants in coming years as the event gains industry recognition.

For more information about Triathlon One O One, visit [www.trioneoone.com](http://www.trioneoone.com) or call (614) 588-2402. For information about the town hall meeting, contact the Lake County Marketing and Economic Development Program at (707) 263-2580 or the Lakeport Regional Chamber of Commerce at (707) 263-5092.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or [www.lakecounty.com](http://www.lakecounty.com).

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