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35TH ANNUAL ESCAPE FROM ALCATRAZ™ TRIATHLON
LOTTERY REGISTRATION TO OPEN MONDAY, SEPTEMBER 1
Race Date Set for Sunday, June 7, 2015

San Francisco – (August 21, 2014) IMG Worldwide, the global sports, fashion and media company, announced today that the 35th Annual Escape from Alcatraz Triathlon will take place on Sunday, June 7, 2015, in San Francisco. This world-renowned event attracts 2,000 triathletes from more than 40 countries and sells out within hours. Lottery registration for the 2015 race will open on Monday, September 1, 2014.

“2015 marks the 35th year of the iconic Escape from Alcatraz Triathlon, which continues to be a bucket list race for triathletes from around the world,” said IMG Senior Vice President James Leitz. “Since the first race back in 1980, the Escape from Alcatraz Triathlon has skyrocketed in popularity as one of the most challenging races on today's triathlon calendar.”

More than 2,000 race participants from around the globe including the world's top pro athletes, will take over the streets and waters of San Francisco for this prestigious triathlon. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run through Baker Beach and up the infamous Sand Ladder. Fans will not want to miss this world class sporting event at the Marina Green where they can see the swim start and end, the athlete transition area and finish line. Spectators also are invited to enjoy the free Fitness Festival & Expo throughout the weekend featuring dozens of vendors, product demonstrations, refreshments and more.

The Escape from Alcatraz Triathlon lottery registration opens on Monday, September 1 and closes Friday, October 24, 2014. The first drawing will take place on Monday, September 29, and the second drawing on Monday October 27, 2014. For more information please visit www.escapefromalcatraztriathlon.com.



About IMG

IMG is a global leader in sports, fashion and media operating in more than 30 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; world-class partnerships with sponsors, brands and broadcasters; and marquee assets across entertainment, events and fashion.

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