

Press Release

The Eureka Multisports Festival

Date and location: August 11, 12 & 13, 2017

Eureka Springs, Arkansas

The Eureka Springs Multisport Festival is a three-day multisport festival consisting of a sprint-distance triathlon on Friday afternoon, road bike rides (Gran Fondos) on Saturday morning and running races on Sunday. Participants can enter individual events or take one of two "Eurekan" challenges.

You may have heard it referred to as the "Eurekan", That name not only is the moniker of the event, but also refers to participants who complete the ultimate challenge! Any participant who enters the "The Eurekan" who can complete the triathlon, 100 mile ride and 10K run will be known as "The Eurekan"! There is also a Half Eurekan competition which is the triathlon, 62 mile bike ride and 5K run.

The triathlon is located on Holiday Island, just a few minutes from downtown Eureka Springs on Friday. Saturday and Sunday's events finish line for the biking and running events are the same place each day. The finish line is located in the heart of the city on historic Main Street in front of the Eureka Springs City Courthouse drawing people to the downtown area.

This year's festival already has over 550 competitors from 15 states registered to compete. These participants will be in town, along with family and support personnel for the athletes. The events take place but are schedule so that the athletes and family can explore the many offerings of Eureka Springs when they are not competing in the activities of the event. We look forward to some cooler temperatures for this year's race and it should be a good event for everyone with varying levels of fitness. Let it be known that none of the courses are considered flat by any means. And most of this year's bike rides have new courses and should contain some welcome changes and great rest stops along the way with some local flavor put on by several groups. Note competitors must sign up prior to the event, no race day sign ups for any event. Registration closes the day prior to the event. So if you want to do the whole event you have to be Registered by Thursday and if you just want to do the Run on Sunday, that closes on Saturday, so get signed up before it's too late.

More info and maps can be found at <http://www.eurekasportsfestival.com>

Basic Schedule for media if you wish to cover

Thursday night 5:00PM-8:00 PM Registration Inn of the Ozarks Conference Center. Good time to interview participants prior to the race.

Friday Triathlon -- Start 2:00 PM Holiday Island, should be finished by 5PM. Start is across the bridge from the Marina...Finish is by the Holiday Island Rec Center.

Saturday Bike Rides -- Start from 7:00-7:30 at the former location of The Victorian Inn.

Common Finnish in from of Court House, Downtown Eureka Springs Starting prob around 9:00AM for shortest ride. Riders will be finishing though out the day till late afternoon.

Sunday Running Events Start and Finnish at the Court House in Downtown Eureka Springs. Starts are at 7:30-7:45AM and all runners should be finished by 9:30AM or so.

Sunday Awards Ceremonies are at the Aud starting at 11:00AM.