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**WASHINGTON COUNTY PROCLAIMS SEPTEMBER 13-20 AS
"IRONMAN® VOLUNTEER WEEK" AS THE EYES OF THE IRONMAN® WORLD NOW
TURN TO THE ST. GEORGE AREA**

Washington County, Utah (May 18, 2021) – On the heels of the area’s most successful IRONMAN® race in its 11-year history, Washington County Commissioners issued a resolution proclaiming September 13-20 as “IRONMAN® Volunteer Week.” This declaration comes as the the IRONMAN world and the communities of Washington County usher in a race destined to be the most prestigious sporting event in the area’s history: The Intermountain Healthcare IRONMAN® 70.3® World Championship St. George Utah to be held September 17-18.



The event will be the largest, most globally recognized event to ever happen in Washington County, anticipated to generate \$25 million in economic impact. For the area, it will be similar in magnitude to when Salt Lake City hosted the Olympics in 2002. Athletes from more than 100 countries, all 50 states, and thousands of visitors will be in Greater Zion for the week’s activities.

Acknowledging the success of IRONMAN® in generating over \$100 million in direct economic impact to date, the proclamation encourages locals to embrace the event and show off the enduring qualities of our land and people, our spirit of volunteerism. “We encourage residents, businesses, and organizations to enthusiastically support the World Championship event;” reads the resolution, “to provide and incentivize service opportunities for employees and team members ... to celebrate the achievements of the world-class athletes; to find ways to embrace the opportunities the event brings.”

The proclamation also underscores the need for volunteers to support the IRONMAN® 70.3® World Championship and hopes to generate awareness to bring together local community members and businesses to support volunteer efforts during race week.

“The secret ingredient that makes this community shine so brightly is the spirit of service,” said Kevin Lewis, Director for the Greater Zion Convention & Tourism Office. “Our residents are filled with a passion to help others succeed. It rises from our heritage, it runs through our veins and it spills out across the incredible events we host. The IRONMAN® 70.3® World Championship gives us an opportunity to showcase these qualities on a global scale, and we are lucky to have community leaders who embrace the opportunity.”

The IRONMAN® 70.3® World Championship is held once per year at a different location across the globe. It is held outside the United States for three consecutive years and then rotates back to the United States every fourth year. St. George was selected from a number of potential host cities to hold this high-profile event in 2021. The race will take place Friday and Saturday, September 17-18, with females competing on Friday and males on Saturday. Washington County Schools will be closed on Friday, September 17, in support of the event.

“We are thrilled to host such a prestigious event and our hope is that this designation will formally recognize the incredible volunteer efforts that have benefited not only the community, but athletes from across the globe,” said Commissioner Victor Iverson.

Commission Chair Gil Almquist added, “It is our hope that families and businesses in this community will welcome the world with open arms during race week and join hundreds of other volunteers to show the world what truly makes this community great.”

The Greater Zion Convention & Tourism Office has set up a website previewing volunteer opportunities with volunteer registration opening in June. The website can be found at www.ironman.greaterzion.com/community/volunteer/

About the Intermountain Healthcare IRONMAN® 70.3® World Championship

St. George Utah will host the 2021 IRONMAN 70.3 World Championships September 17-18, 2021. Female athletes will compete the first day of the race and male athletes will compete the second day. The race is by qualification only and athletes qualify at individual IRONMAN 70.3 races held all over the world. It is estimated that there will be participants from all 50 states as well as 110 countries with a local economic impact of \$25 million.

About The IRONMAN Group

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, the IRONMAN® Virtual Racing™ (VR™) Series, 5150™ Triathlon Series, the Rock ‘n’ Roll Marathon Series®, the Rock ‘n’ Roll Virtual Running™ Series, IRONKIDS®, ITU World Triathlon Series, premier running events including the Standard Chartered Singapore Marathon™ and The Sun-Herald City2Surf®, Ultra-Trail® World Tour events including Tarawera Ultra and Ultra-Trail Australia™, mountain bike races including the Absa Cape Epic®, road cycling events, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company’s vast offerings. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit www.ironman.com.

About Greater Zion

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the fourth most visited National Park in the United States, is the premier attraction, but Zion is only the beginning.

Home to the 2021 IRONMAN 70.3 World Championship, Greater Zion is a world-class destination for sporting events, conferences and meetings. The Greater Zion Convention & Tourism Office is a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit GreaterZion.com.

For more information on the IRONMAN® 70.3® North American Championship, visit: ironman.greaterzion.com.

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