



IRONMAN® M-dot Sculpture Fact Sheet

Meet and Greet

10 a.m., Monday, March 15 at the sculpture site

Sculpture Location

Roundabout at Main and Tabernacle Streets, St. George, UT

Event Details

Executives from the IRONMAN® team will be in attendance, including Diana Bertsch, Senior Vice President of World Championship Events, who will oversee the 70.3® World Championship race in September. Key public officials and IRONMAN® representatives will provide brief remarks at the gathering.

Sculpture Artists: Richard and Josh Prazen

Richard Prazen is a third generation blacksmith and has widely influenced the metal artistic community for the last 20 years. Richard and his son, Josh, combined to create the majestic IRONMAN® art piece. Richard currently oversees the metal art program for Salt Lake Community College and enjoys sharing his knowledge of this almost lost trade. Richard's company, Reflections From The Forge, can accommodate any commissioned sculpture piece, large and small, from contemporary to realistic, as well as artistic two dimensional wall murals, custom furniture, and any other challenging concept in metal. His work includes birds of prey, Native American and Christmas art.

How it Came to be

The piece was commissioned cooperatively by the Greater Zion Convention & Tourism Office and the City of St. George to further the IRONMAN legacy, and pay tribute to St. George as an established IRONMAN® destination. Over 10 years the annual event has brought nearly \$100 million in direct economic impact to the area. The sculpture will be a centerpiece for the celebrations surrounding the IRONMAN® 70.3® World Championship coming September 17 and 18. It will serve as a focal point for photography, media coverage, selfies and other memories, as it graces the finish line.

Art Around the Corner

Installed this past Saturday morning, the sculpture joins more than 30 original pieces and 3D works of art (including two additional pieces by Richard Prazen) that are being installed in St. George this month, courtesy of the Art Around the Corner Foundation. The M-dot will be on display in the roundabout throughout 2021, then moved to a permanent location to commemorate the IRONMAN® 70.3® World Championship Event.

Sculpture Features

The monument has four sides – three sides focus on sacrifice and hard work and accomplishments of the athletes who participate. The fourth side celebrates the land we live in, the accomplishments of the community, and the dedication of the people who make events like this possible.

Overall dimensions: 14' H X 9' W. It is estimated to weight 6,000 pounds.

The M itself stands approximately 10 feet tall, and is the backdrop for athlete figures, representing each part of the race. It was crafted of steel and stainless steel.

The geographic cutouts are made of the same materials, but were sand-blasted and rusted to create a color similar to the red rocks of St. George and Greater Zion.

The artists used vinegar to quickly rust the metal, then added a coat of beeswax, which protects the metal and darkens its color.

Athlete figures are mounted to the front of the rusted layer, providing contrast.

The Dot is a four-foot-tall, stainless metal sphere above the M, able to be seen from any angle, making the sculpture about 14 feet tall overall. The Dot was spun in two pieces in Canada and was welded together.

The fourth side will eventually contain the IRONMAN® 70.3® World Championship logo, which pays homage to the 2021 event in St. George, as well as the efforts of the community to support this event.

About IRONMAN® in St. George, Utah

History

The inaugural IRONMAN® St. George was held in May of 2010. After three years, the race transitioned to an IRONMAN® 70.3® for the next several years, and became the IRONMAN® 70.3® North American Championship in 2013.

In 2019, IRONMAN® announced that St. George would host six events over five years, 2020-2024. With the COVID pandemic, the five-year contract dates and races have

shifted slightly, but still include the IRONMAN® 70.3® World Championship in 2021 and the following:

IRONMAN® North American Championships (140.6): 2022, 2024

IRONMAN® 70.3® North American Championships: 2021, 2023, 2025

IRONMAN® 70.3® World Championship: 2021 – two races – Men's & Women's

2021 IRONMAN® Events in St. George

IRONMAN 70.3 North American Championship St. George

May 1, 2021

IRONMAN 70.3® World Championship St. George

September 13-18, 2021

Women's Race – Friday, September 17

Men's Race – Saturday, September 18

World Championship Location History

2021 – St. George, Utah

2020 – Taupo, New Zealand (cancelled)

2019 – Nice, France

2018 – Nelson Mandela Bay, South Africa

2017 – Chattanooga, Tennessee

2016 – Mooloolaba, Queensland, Australia

2021 St. George Anticipated Attendance and Benefits

110 Countries

7,000 Athletes (2,800 from outside the U.S.; all 50 states represented)

17,000 family and friends

\$25 Million in Direct Economic Impact

Supporting Photo and Video

Photos of the in-shop creation of the sculpture, as well as photos and footage of the installation are available here: <https://bit.ly/2OqA57V> (different from the previously supplied link)