



## **FOR IMMEDIATE RELEASE**

### **Wetronome sponsors historic Ironman WA competition**

#### ***Australia becomes only country outside of US with two international level Ironman events***

**PERTH, WA – 16 September 2004 –**

In November the most dedicated triathletes in the land will descend on the South West community of Busselton, Western Australia for the inaugural Ironman WA event. Only the fittest need apply for the 3.8km swim, 180km bike course, and 42.2km marathon run. Wetronome has signed on to become “the official swim pacing device of the Ironman WA”, having recognised a strong demand from the triathlete market in the past few months.

The Ironman Series originated in Hawaii in 1974 during the awards ceremony for a running race, when the competitors debated who was the fittest - swimmers, runners or other athletes. One of the participants, Naval Commander John Collins, proposed a race to settle the argument involving the combination of three existing races to be completed in succession: the Waikiki Rough Water Swim (2.4 Miles), the Around - Oahu Bike Race (112 miles, originally a two day event) and the Honolulu Marathon (26.2 miles). Fifteen men participated in the initial event, 12 completed the race. Gordon Haller’s winning time was 11 hours, 46 minutes and 58 seconds.

Interest in Ironman has grown to eighteen events around the world, all which vie for spots to compete at the original site in Kona, Hawaii each year. With Busselton, the number becomes nineteen.

The completely waterproof Wetronome solves a few problems for the training triathlete. The first is swimstroke efficiency, so that the competitor hits the bike leg with plenty of energy left in the tank. Triathletes training with the device have also discovered benefits when running.

“I hadn’t actually had a chance to use the Wetronome in the water”, says Paul Newsome, head coach of the Stadium Triathlon Club and former UK triathlete champion, “before I slipped it under my beanie during one of my Ironman training runs. The Wetronome is a great product for focusing a triathlete’s attention on their running cadence, which tends to be reduced after a hard bike ride. Ideally, a running cadence of 88-92 strides per minute (SPM) should be applied and adhered to. With the Wetronome this becomes easy as programming the unit and following the beep. I’ll definitely be using my Wetronome at Busselton this year!” Similar stories are appearing from others, including a number of New Zealand triathletes.

The little device helped Australian swimmers at the 2004 Olympics, with some solid endorsements from elite coaches Bernie Mulroy, Ken Wood, and Don Talbot. It is now assisting our Paralympics who will be competing in Athens in October.

More information is available on this product at [www.wetronome.com](http://www.wetronome.com).