

## **Challenge Family announces change in prize money structure**

ROTH. The global series of Challenge Family long distance triathlons today announced a change in its prize money structure for professional athletes at the pre-race press conference of the world's largest iron distance triathlon, Challenge Roth.

Following discussions at the recent annual Challenge Family meeting and feedback from athletes, Challenge has adopted the policy that all placed professional athletes will not have to finish within a percentage time in order to qualify for prize money.

Challenge Family CEO, Felix Walchshöfer said he was delighted this decision had been made unanimously by all Challenge Family race directors and that it signalled the importance the Challenge Family placed on the sport's professionals.

"Professional athletes are essential to the future of the sport of triathlon. Their presence encourages age group athletes and inspires newcomers to the sport plus they are key to sponsorship investment in the sport globally," he said. "By paying out prize money to all placed professional athletes we are not only respecting their standing in the sport but also rewarding their achievements without condition.

"This was just one of the many positive outcomes of the Challenge Family meeting," continued Mr Walchshöfer. "We are looking forward to a strong future as Challenge expands throughout the world and encourages ever increasing numbers of athletes to take part in this exciting sport."

Top Australian triathlete, Belinda Granger, said the move by Challenge Family would be welcomed by professional athletes around the world.

“It’s great to see race directors taking positive steps for athletes and not just talking about it,” she said. “This ruling will not only benefit the athletes out in front but also those looking to break into the top 10. Challenge has realised that having to finish within a percentage time is not constructive for the future of professional racing and this is what sets Challenge apart – they do listen and they are for the athletes.”

The new ruling will take effect immediately with this weekend’s Challenge Roth featuring many of the world’s top elite athletes, including current women’s world champion Chrissie Wellington, and a prize purse of €73,500.