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### **People's United Bank and RunVermont Announce Partnership to Host USAT National Championships**

**BURLINGTON, VERMONT, April 6** – The Vermont Convention Bureau is excited to announce the selection of Burlington, Vermont as the host location for the 2011 and 2012 USA Triathlon Age Group National Championships. This signature event, first being held in August 2011, will welcome 2,000 athletes along with 4,500 spectators from across the United States for a multisport festival.

People's United Bank and RunVermont have formed a unique partnership, with People's United signing on as the title sponsor. **Details of this national sports festival and sponsorship will be unveiled at a press conference being held at 9:30 a.m., Tuesday April 12, at the Montpelier Room at the Hilton Hotel in downtown Burlington. Governor Peter Shumlin will be the key speaker at this announcement, which will immediately follow his kickoff speech for the Vermont Travel Industry Conference. A partial list of speakers at the press conference include Tourism Commissioner Megan Smith, People's United Bank president Michael Seaver, and Burlington Mayor Bob Kiss.**

“The honor of being chosen for a national event of this caliber places Burlington on the list with prior host cities such as Chicago and Kansas City,” says Tom Torti, president of the Lake Champlain Regional Chamber of Commerce. “The Burlington area has long been considered the ‘best of the best’ for outdoor sports and lake-based activities and this triathlon is our chance to showcase that on a national and international stage. The Chamber and the Vermont Convention Bureau have pursued the USAT for years and we’re pleased that our blend of cosmopolitan flair and stunning physical beauty make Burlington the ideal spot for a national sports event.”

The Triathlon will consist of the USAT Aquathlon National Championship, The USAT Age Group National Championship, the USAT Sprint National Championship and the USAT Elite National

Championship and Multi-Sport Expo. These competitions will be taking place in the greater Burlington area as athletes will be challenged among the distinctive urban cityscape as well as the waters of Lake Champlain. The event will welcome participants from all fifty states and several countries to participate in this epic festival.

According to Peter Delaney, Executive Director of RunVermont, this event will be hard to miss. “To host this competition is a tremendous honor for our community and the impact of the event won’t be contained to Burlington alone. The course venues will extend into South Burlington and Shelburne and spectators will certainly be seeking services throughout Vermont for lodging, meals and recreational amenities before and after the competition. We expect the economic impact to exceed \$2 million, and that is a conservative estimate.”

*The Lake Champlain Regional Chamber of Commerce is the largest business advocacy organization in the state. The mission of Chamber of Commerce is to promote commerce and economic growth guided by the principles of community engagement, environmental responsibility, and issue-centric advocacy. To accomplish this goal, the Lake Champlain Chamber provides its nearly 2,500 members with quality services that are responsive to their needs and that will enhance their ability to succeed. To learn more about the Chamber, visit [www.vermont.org](http://www.vermont.org).*

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