



### **„We are Triathlon“: New era begins for world-wide Challenge series**

A new logo and an additional new online portal will herald a new era for the well-known Challenge Triathlon series, which will for the first time include six races world-wide this year.

#### **New portal will be put online**

“We are Triathlon” is the new, self-confident claim which the Challenge Family is going to use to promote the Challenge events all over the world as of March 12. On this date the new Internet portal [www.challenge-family.com](http://www.challenge-family.com) will be put online. This will also be the date when the new “family logo”, the symbol of community of all Challenge events, will for the first time be used on the new common website, but also on the individual websites of the competitions in Wanaka/New Zealand, Niederbronn-Les-Bains/France, Barcelona/Spain (two races), Kraichgau/Germany and of course the “parent” event, the Quelle Challenge Roth.

#### **Big opening surprise: Another 100 start places!**

At the opening of the new online portal and the presentation of the new family logo there will be a special gift on March 12: **TEAM**Challenge will again open the registration lists for the QCR for a short time and will provide another 100 start places at regular prices! This will be the very last chance for all athletes who would still like to take part in the “best old race” and who have not managed to get hold of a ticket for the race so far (since the race has actually been booked up for a long time).

#### **Logo combines harmony and strength**

The new catchy red logo, which has been developed by the designer Timo Reichhart (designlöwen, Nuremberg), combines four graphic elements: a circle, dynamic verve, the shape of a heart and a “V” for “victory”. Although the elements exhibit a certain contrast, in their combination they imply at the same time harmony and strength. If this is translated to the world-wide Challenge Family, there is a contrast between the tough sport of triathlon and the image of the series - cordiality, enthusiasm and real emotions.

For the individual licensees of the series, which still continues to grow, Reichhart has designed variations of the family logo, which will enable the organizers of each event to include their title sponsor, the place and the date of the race into the figurative mark.

A new and consistent design concept, including the individual country variations, had to be found when the Challenge Family kept on growing. So this year two new races in Barcelona (half-distance on May 24, long-distance on October 4) as well as the new German half-distance race in Kraichgau (on June 14) will celebrate their premiere, and additional events are going to follow. The use of the new logo by all partners and licensees on all types of printed matter and advertising media will result in an optimum widespread effect of the "Challenge" trademark. It will also help to enhance the public's awareness of the triathlon series as an international event.