

*For immediate release*

## **CLASH Endurance Miami to Host First Event of new 2024 PTO Tour**

Jan. 30, 2024 – Today, CLASH Endurance and PTO, (Professional Triathletes Organization), announces their collaboration for the 2024 event season at CLASH Endurance Miami weekend taking place at the Homestead-Miami Speedway in Florida, March 9-10. In addition to a variety of CLASH Endurance race offerings scheduled during the festival-style weekend, PTO will kick off its newly launched and expanded **T100 Triathlon World Tour** on March 9, 2024, with **Miami T100** – a 100km triathlon (2km swim, 80km bike, 18km run) featuring the world’s top 20 female and male professional triathletes. CLASH Miami is the first PTO stop in a series that includes events in global locations such as Singapore and Ibiza.

Miami, FL will serve as an ideal location for athletes traveling from around the world; offering mild spring temperatures, palm-tree lined courses and a mecca of cultural experiences from food to attractions. The iconic venue, well known among NASCAR-racing enthusiasts, is open to spectators, age group athletes and for those who follow endurance sports, the PTO event will provide the opportunity to witness the best of the best compete in a multi-lap course under speedway lights.

“Having the new **T100 Triathlon World Tour** start here in the U.S. and at such a popular venue will be very exciting,” said PTO World #3 and U.S. favorite, Taylor Knibb. “I love these 100km races because of their intensity and competition; you’re racing head-to-head with the very best athletes in the world.”

2023 CLASH Miami Champion, American and PTO #3 in the world, Jason West says, “The PTO Tour was huge for me last year.” West was educated at Pennsylvania State University and now resides in Boulder, Colo., and secured back-to-back podiums last year in Milwaukee and Singapore PTO races. “My focus will be trying to build on those performances and the **Miami T100** could offer a great way to open the season.”

Bringing the sport of triathlon to mass audiences is a priority for both CLASH Endurance and PTO. CLASH’ races have been seen on major networks such as *NBC* and *Fox Sports* in the U.S. and in more than 100 regions/territories globally. PTO is also delivering on its goal of bringing long-distance triathlon to broader audiences, achieving global dedicated TV and streaming audience of 24.6 million for its three races in Ibiza, Milwaukee and Singapore last year. For **Miami T100**, PTO and CLASH will leverage the Emmy-award winning NASCAR Productions Team in creation of a post-race broadcast product for worldwide distribution.

“We are excited to again collaborate with PTO; not only does it allow us to showcase some of the world’s top professional athletes but do so in conjunction with the America’s Triathlon

Championship taking place on Friday where athletes will be on a quest for their Olympic spot. This unique opportunity for the best to race across multiple distances in one weekend in a spot such as Miami will be a historic day for our sport. Furthermore, this venue was literally built for spectators,” says CEO, Bill Christy of CLASH Endurance.

The new **T100 Triathlon World Tour** was launched at an event at City Hall in London earlier today when it confirmed an expanded eight-stop 2024 calendar. That includes Singapore, London, Ibiza, Lake Las Vegas and Dubai – and a 40-strong line up of the world’s leading triathletes.

“The PTO’s events have improved each time, but we need more of them to take the sport mainstream,” said PTO CEO, Sam Renouf. “We have lacked a season-long narrative with a World Champion at the end. Media, fans and our athletes themselves have told us that. So to be able to announce the **Miami T100** to start the new **T100 Triathlon World Tour** fits with our strategy of having the best athletes race in iconic locations around the world across the year. This is a very key tenet of professional sports - and a package we must deliver.”

In addition to the **T100** season opener, the **Americas Triathlon Championship** will take place on Friday, March 8th. These races are only for elites in the draft-legal short course format. There are separate races for elite juniors to qualify for the Elite Junior World Championships. The para triathlon will serve as a qualifier for the 2024 Paris Paralympics. Lastly, the elites will compete in this continental championship, which carries double points on the road to the triathlon start line of the **2024 Paris Olympics**.

Weekend warriors will too take part in this endurance-filled weekend. Amateur athletes can participate in the action at the Homestead-Miami Speedway with events including a sprint-distance triathlon/duathlon, kids triathlon and a “Miami Distance” triathlon consisting of a 1 mile swim, 30 mile bike and 8 mile run. The complete event schedule and additional details can be found by visiting: <https://clashendurance.com/pages/miami>.

**CLASH Endurance**® is an innovative sports media and event company led by athletes to provide exceptional race experiences at iconic speedways across the U.S. We embrace inclusion and welcome athletes of all ages and abilities, from elite professionals to first-time participants. CLASH Endurance had four events in 2022 and continues to expand across the sports of triathlon, mountain biking, road and trail running. The popular CLASH Endurance DAYTONA is held at the Daytona International Speedway®, home of “The Great American Race™®” —the Daytona 500 and is featured on *NBC*. In addition, CLASH Endurance Miami takes place each March and continues to draw a decorated pro field and weekend warriors for a unique course at the Homestead-Miami Speedway®. More information around CLASH Endurance and its events can be found at [www.clashendurance.com](http://www.clashendurance.com). Media interested in covering an event or with inquiries may direct them to Blair LaHaye, [blair@clash-usa.com](mailto:blair@clash-usa.com), 727-808-0646.

The PTO is a new body, co-owned by the professional athletes, seeking to elevate and grow the sport of Triathlon and take it to the next level. The **T100 Triathlon World Tour** is the new name for the PTO Tour and will feature a season-long schedule of eight T100 races during 2024 that will be raced over 100km (2km swim, 80km bike and 18km run) and feature the world's best triathletes going head-to-head on a consistent basis in iconic locations around the world. The broadcast will follow the 2023 PTO Tour approach which showed races live around the world in 195+ territories, courtesy of the PTO's partnership with Warner Bros. Discovery as well as a range of other international, regional and local broadcasters. For further information, contact Anthony Scammell at [Anthony.Scammell@protriathletes.org](mailto:Anthony.Scammell@protriathletes.org).

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