



## **GREEN HELL TRIATHLON offers additional „Shorty“ distance for beginners**

**Organizers excited by huge response – More than 400 registered participants five months before the event promise a successful premiere**

**Nürburgring / Köln, 26. January 2012.** Five months before its premiere, the GREEN HELL TRIATHLON is thrilled by its enormous popularity. So far more than 400 starters have registered for the endurance event on June 24, 2012, in the infamous Nürburgring – much to the pleasure of organizers Nürburgring Automotive GmbH and the managing agency Jeschke & Friends Veranstaltungsservice of Cologne.

„We are thrilled by the enormous response and look forward to the premiere. In the coming years we reckon with even more registrations when the event can be directly taken into consideration in the season planning. In the coming days we will present the official course. We figure we will get even more registrations then,“ said manager Uwe Jeschke, who has successfully organized the Cologne Triathlon Weekend with his team from Jeschke & Friends for years. „In addition, we have had a lot of questions from the region about a beginner's competition. We want to add a 'Shorty' distance for them.“

The mythos of the „Green Hell“ will thus also be available to triathlon beginners, better known in the scene as „rookies“. The course won't be an easy one, though. The competition will start early in the morning, at 7 a.m. with a 500 meter swim in the Freilinger See. Afterwards they must take on a 37 kilometer long cycling course with over 1000 climbing meters, before topping it all off with a five kilometer run on the Formula One Grand Prix course. The registration fee for the GREEN HELL Shorty is 45 Euros.

In the premiere year of 2012, three distances will be offered, all of which may be raced in relay: GREEN HELL Olympic (Olympic distance of 1500 meters swimming, 58 km cycling, 10 km running), the GREEN HELL 226half (middle distance of 1900 m swimming, 99 km cycling and 21 km running) and the GREEN HELL Shorty (beginner's distance of 500 m swimming, 37 km cycling and 5 km running). The cycling distances will all be slightly longer than the „classical“ distances due to local circumstances. The GREEN HELL 226half participants will cover 3.5 laps on the Nordschleife with about 500 climbing meters pro lap, while the GREEN HELL Olympic athletes will have 1.5 laps on the Nordschleife.





# PRESSENEWS

## **About Jeschke & Friends Veranstaltungsservice:**

Jeschke & Friends Veranstaltungsservice is one of the most famous German triathlon organizers. Owner Uwe Jeschke, together with his team, has successfully put on the Cologne Triathlon Weekend for several years. On the first weekend in September 2011, the first-ever German Champion in the long distance was crowned at the Cologne triathlon. The World Championship and Quadrathlon distances had already been held in 2010. All in all, more than 4000 starters took part in the multi-distance events. Further events include the Swim & Run Cologne, which this year for the first time included the ETU Aquathlon European Championships, as well as Bike & Run Cologne.

## **About the Nürburgring Automotive GmbH:**

The Nürburgring is one of the most traditional and legendary race courses in the world and is one of the ten most beloved national monuments in Germany. In the last few years it has developed into a free-time and experience center, which offers countless possibilities – not just for motorsport fans.

In addition to motorsport, cycling also is traditional at the Nürburgring, and the „Green Hell“ has long been known as a challenge to cyclists. The very first cycling World Championships were held at the Nürburgring in 1927, with further championships being held in 1966 and 1978.

The variety of offers are marketed by the Nürburgring Automotive GmbH. It is equally co-owned by the Lindner Unternehmensgruppe, Düsseldorf and Mediinvest, Düsseldorf. The Directors are Dipl. Kfm. Jörg Lindner (CEO) and Dr. Karl Josef Schmidt (COO). The real estate of the Nürburgring belongs to the province Rheinland-Pfalz.

**More information about the Nürburgring can be found at: [www.nuerburgring.de](http://www.nuerburgring.de)**

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