FOR IMMEDIATE RELEASE: September 22, 2022

**Muncie Continues Proud IRONMAN Tradition on October 1**

The City of Muncie held its first triathlon in 1980. Originally called the Muncie Endurathon, the 70.3 mile race has since been rebranded as an official IRONMAN event, and holds the title for the longest continuous triathlon in the world (with the exception of 2020, which saw a world-wide hiatus for triathletes).

On October 1, Muncie will again host hundreds of dedicated athletes aiming to claim the title of Ironman. Athletes will swim 1.2 miles in beautiful Prairie Creek Reservoir, bike 56 miles through Delaware and Henry counties, and end with a 13.1 mile run. The endurance challenge can take up to 8.5 hours to finish.

Last year, Muncie was one of 8 sites worldwide to host a 70.3 and the double-distance 140.6 mile race on the same day. The City saw a $4 million economic impact, with local hotels, restaurants, and other vendors enjoying a boom in business. One local hotel reported that this year, they are already nearly 90% booked for Friday night.

City Hall will be entering a relay team, comprised of special projects manager Dustin Clark for the swim, City controller Craig Wright on the bike, and Mayor Dan Ridenour finishing with the run. Ridenour completed the full 70.3 mile race in 2021.

This year, families will also have an opportunity to participate with an IRONKIDS event on Friday, September 30. Participants ages 1-17 can participate in an 80-foot Toddler trot (1-3 year olds), a half mile run (ages 3-8), or a 1 mile non-competitive race (ages 5-17). One parent or guardian can accompany each child, and all participating children will receive a race bib, bag and medal. Parents can register children at <https://www.active.com/muncie-in/running/distance-running-races/ironkids-indiana-fun-run-2022?int=72-3-A1>.

Community members interested in volunteering can register at <https://ironman.volunteerlocal.com/volunteer/?id=59664>. Volunteers will have the opportunity to cheer athletes on through the course, help at aid stations, and other activities throughout the day.