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City of Muncie Renews IRONMAN Agreement, Prepares for 45th Anniversary

On Wednesday, Muncie officials moved forward to renew an agreement for another 3 years of IRONMAN 70.3. The triathlon, which is one of the longest running 70.3 events in the world, draws thousands of athletes and spectators every year to Prairie Creek Reservoir. The most recent race, on September 30, hosted athletes from 25 countries and 6 continents.

If accepted, the agreement will move the race to July, where it was traditionally held, instead of September, as it has been for the last 3 years. Race officials are enthusiastic that the change will make it easier for locals to participate as volunteers, rather than competing with fall events and football games.

In 2021, Muncie was one of 8 sites worldwide to host both the 70.3 and 140.6 mile distance races on the same day. More than 3,000 athletes competed in the historic race, and the tourism boom resulted in a $4 million economic impact for the city. The upcoming race in 2024 will be the 45th time the race has been held. Originally, the triathlon was the Muncie Endurathon, before IRONMAN International bought the naming rights to the prestigious race in 2012. In 2022, Muncie’s 70.3 race was voted the number 1 participant experience in all of the US, Mexico, Puerto Rico, and Canada.