

EventScotland™

# Strathclyde Park Triathlon

2<sup>nd</sup> September 2012



Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



**AMOUNT  
AWARDED  
£30,000**

ESTIMATED  
**ECONOMIC IMPACT  
TO SCOTLAND OVER**

**£181,000**

**81** elite  
athletes

NUMBER OF  
**SPECTATORS OVER**

**3k**

## MEDIA PROFILE

A 50 minute highlights programme was broadcast on Channel 4 and distributed internationally on networks across Africa, Asia, Europe and America. A mass participation event ran alongside the elite field, attracting 415 signed up participants, making it the largest of its type in Scotland. 70 volunteers were recruited and took part in the running of the event on the day. Key Glasgow 2014 personnel were also closely involved in the organising of the event to facilitate knowledge transfer and exploit any learning and testing opportunities in advance of 2014.

“ Strathclyde Park is the triathlon competition venue for the 2014 Commonwealth Games. As well as the elite field and mass participation events, 2012 saw Scotland's first ever paratriathlon take place with a small but accomplished field. This was an ideal opportunity for competitors, spectators and volunteers alike to experience a taste of the Games in advance of 2014. ”

IN PARTNERSHIP WITH BRITISH TRIATHLON FEDERATION, NORTH LANARKSHIRE COUNCIL AND TRIATHLON SCOTLAND



You can find more case studies of international events at [www.eventscotland.org](http://www.eventscotland.org). For more information about the Games Legacy go to [www.legacy2014.co.uk](http://www.legacy2014.co.uk)