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## BH celebrates Zarautz Triathlon's 25th anniversary

On Wednesday, 23 February, the 2011 Zarautz Triathlon was presented in the Assembly Hall of the seat of the Guipúzcoa Government. In its silver jubilee, the race is changing its name to BH Zarauzko Triatloia, as the international bike maker BH has decided to become the main sponsor.

One of the leading figures who attended the presentation was BH Marketing Manager Alex Zuloaga, who showed his enthusiasm for the sponsorship agreement. "We think it is one of the world's leading long-distance triathlons. And it's its 25th anniversary, a great time to start a new relationship. Triathlon is a sport for the brave, and BH is seriously committed to it, sponsoring both athletes and racing events."

### New course

Apart from the BH sponsorship, the event has more news this year, since the bike section will be closed in both directions to guarantee the athletes' safety. This will lead to changes in the course of past editions, which will not affect the difficulty of the race. The cycling course will now be made of four laps passing through the town of Zarautz, climbing the Meagas up the opposite slope to the usual one, and then climbing it again from Guetaria, which adds toughness to the leg. Thus, the triathlon distances will now be 76km/47mi on the bike, 2.5km/1.5mi for the swim, and 20km/12.5mi for the run.

### Registration

The event will take place on 11 June, but **registration** starts this Saturday, 26 February, if only for triathletes who competed last year. The rest will have to wait until 5 March to sign up. Up to 650 athletes can take part in the 2011 Zarautz Triathlon, including last year's winner, BH-sponsored Eneko Llanos.

Finally, to turn BH Zarauzko Triatloia into a real feast, different activities have been scheduled such as a sporting-culinary expo, a tour of a txakoli wineries, and music performances at different points along the course to celebrate the silver jubilee of a leading sporting event that has remained as such throughout the years. Now, with BH on board, the trial in Zarautz is likely to grow even bigger.

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