



**INAUGURAL COLLINS CUP TO BE MOVED TO 2019
DATEV CHALLENGE ROTH PRIZE PURSE FOR 2018 INCREASED
TO \$200,000**

ROTH, GERMANY: The Professional Triathletes Organisation (PTO), Challenge Family and DATEV Challenge Roth today announced that the inaugural Collins Cup to be hosted by DATEV Challenge Roth will move to 2019. As part of this arrangement, the PTO and DATEV Challenge Roth have agreed to increase the prize purse for DATEV Challenge Roth 2018 to \$200,000, the largest purse in Europe.

CEO of DATEV Challenge Roth, Felix Walchshöfer, stated, “We are very excited to host the inaugural Collins Cup. Due to the size and scope of the production, we felt it prudent to have the various production teams onsite to observe and assess in 2018. The resulting knowledge around the logistics will ensure The Collins Cup in 2019 is a ground-breaking broadcast event for the sport of triathlon.”

Walchshöfer went on to say the partnership between the PTO and DATEV Challenge Roth will still make triathlon news in 2018. “This year’s race will feature a USD200,000 prize purse, the largest in Europe and more than doubled from 2017. First place male and female will each earn USD40,000,” he said. “This is a truly wonderful way to celebrate 35 years of triathlon in Roth!”

Charles Adamo of the PTO, commented “The Collins Cup’s dramatic format is designed to take triathlon broadcasts to the next level and this involves more than a helicopter and a few cameras on the back of motorcycles, particularly at a location as iconic as Roth with its 260,000 dedicated fans. We are pleased to be working with both Felix and Zibi Szlufcik, CEO of Challenge Family, who share our passion to bring to the fans and supporters of triathlon an unrivalled competition. We are also very pleased to support the whole Challenge Family so that DATEV Challenge Roth 2018 will have the largest prize purse in Europe.

Rachel Joyce and Tim O'Donnell, co-presidents of the PTO, stated, "We are excited as the PTO continues to progress towards its goal of providing professional triathletes with our own platform to better participate in the economics of our sport. We are committed to have a world class production of The Collins Cup at Roth in 2019. It is great to partner with Felix and Zibi in having the largest European prize purse for DATEV Challenge Roth in 2018, and we hope a number of potential Collins Cup athletes will put this year's race on their schedule to get a sense of the unrivalled experience it is to race at Roth."

About The Professional Triathletes Organisation

The Professional Triathletes Organisation is a not-for-profit entity of professional triathletes who seek to celebrate and promote the sport of triathlon. As host of The Collins Cup, the PTO will seek to foster the international goodwill, comradery and keen competition that are fundamental to the enjoyment and future growth of the sport of triathlon.

About DATEV CHALLENGE ROTH

DATEV CHALLENGE ROTH is one of the most iconic long-distance triathlons in the world as well as the largest. It is the winner of "Best Race of the Year" awards in numerous international publications year after year. Its 260,000 fans and 7,000+ volunteers create a truly unique experience in the endurance world.

About CHALLENGE FAMILY

CHALLENGE FAMILY is one of the fastest growing global triathlon series. With 44 full and middle distances in 26 different countries, CHALLENGE FAMILY is changing the face of triathlon around the world. Due to spectacular courses in iconic destinations, no CHALLENGE FAMILY race is like another. Focusing on delivering the race of a lifetime to athletes of all ages and abilities, CHALLENGE FAMILY races provide memorable experiences that capture all the excitement and emotions of this inspirational sport.



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