

## Press Release

For immediate release

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### **Huge NEW online triathlon race database provides detailed information on over 3000 triathlons worldwide.**

Hong Kong (9/5/11) – BeyondTransition, a comprehensive online triathlon race guide with more than 250 data points on 3000 triathlon races worldwide, launches its first public beta today.

Designed by, and for, triathletes, the site makes it easy for triathletes to search a race, plan their calendar and prepare for the race by providing detailed information on the course, the event, the logistics, costs and travel.

Previously, if a triathlete wanted to research a race, they would only have the race organizers site, any other details they would have to play virtual ‘ping-pong’ back and forth from commercial media, blogs, forums, travel sites etc. With BeyondTransition, all that information can be found in one place, presented in a standardized format to make comparing races easier.

Each race contains up to eight pages of dedicated information that covers the race, the course, signing up, useful stuff, reviews, and race travel, accommodation and race analysis.

“The vision for BeyondTransition is akin to having a good chat with the race director and the course champion for the last five years,” said Denis Oakley, founder of BeyondTransition. “A athlete comes away knowing exactly the what, where, when, why and how of the race – they feel happier, more confident and can race faster!”

*“The amount of useful information found here is extremely valuable to triathletes of any age and ability. They cover the globe with details on everything you could ever want to know and then some!”* – Whit Raymond, Event Announcer.

*“This is a great resource for triathletes looking for independent, detailed information on almost any triathlon race in the world.”* – Roman Floesser, Race Director, Laguna Phuket Triathlon and Ironman 70.3 Asia-Pacific Championship.

For more information, please contact Denis Oakley.

BeyondTransition is a website of Triathlon Publishing Limited, a British Virgin Islands company based out of Hong Kong.

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## Background

BeyondTransition was set up by three experienced and passionate triathletes frustrated by the length of time it took to research and prep for a race.

Information found on triathlon websites were of hugely varying quality and is often very hard to find. Organizers Suite seemed more concerned with the race rather than the whole athlete experience.

Faced with this, the three triathletes, Denis Oakley, Arif Sidek and Emma Bishop, decided to build a website that went far beyond the existing web1.0 lists of triathlon races. They envisioned a race guide akin to “having a good chat with the race director and the course champion for the past five years.” You come away knowing the what, where, when, why and how of a race – you feel happier and you race faster.

## Profiles



### Emma Bishop

Emma is an accomplished triathlete and Kona qualifier with a string of short and long course wins to her name, and is by far the fastest of the lot. A book illustrator by training, she is BeyondTransition’s race correspondent, chief blogger and story seeker.



### Arif Sidek

Arif is a middle of the pack triathlete with 5 Ironman starts and 3 finishes to his name. He comes from a copywriting background and is BeyondTransition’s race guru - responsible for every detail of more than 3000 races worldwide in 2011.



### Andrew Thomas

Andrew is a newbie triathlete in training for his first sprint triathlon, having been influenced by the rest of the BeyondTransition team. He has a background in Finance and business management and is the IT Project Manager.



### Denis Oakley

Denis is a middle of the pack triathlete struggling to get to the front of the pack. He has an MBA from Warwick Business School, UK and is the CEO of Triathlon Publishing Limited.



**Technical Data**

Search by name, date, race distance

You are here: Race

Map Satellite Hybrid

2 mi 2 km

Map data ©2011 Google - Terms of Use

Race Name  All  Location  **GO!**

**SEARCH RESULT**

Race

Race Name	Date ▲	Race Type	Location
<b>Current Week (1 Item)</b>			
			Galveston Islan...
<b>Current Week (9 Items)</b>			
Mallory Park Triathlon	02 May 2011	Sprint Distance	Mallory Park, U...
Tadcaster Sprint Triathlon	02 May 2011	Sprint Distance	Tadcaster, Unit...
Winchester Children's Triathlon	02 May 2011	Other	Winchester, Uni...
Children's Triathlon	02 May 2011		,
Tonbridge Triathlon	02 May 2011	Other	Tonbridge, Unit...
Hart Sprint Triathlon	02 May 2011	Super Sprint Dis...	Hitches Lane,, ...
Clemson Triathlon	04 May 2011		Clemson, Unite...
Mad March Triathlon	06 May 2011		,
Challenge Kraichgau	06 May 2011	Half Iron Distance	Bad Schonbon, ...

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## Technical Data

Detailed information about the what, where and when of the race - presented in a standardized format.

You are here: Race > Race Search > Ironman Florida Panama City Beach

Name: Ironman Florida Panama City Beach

Location: Panama City, USA

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### DESCRIPTION

The Ford Ironman Florida begins on the beach behind the Boardwalk Beach Resort, in the Gulf of Mexico. The course is a 2.4-mile two-loop swim. The bike portion of the event by exiting through the bike/run start tower and heading west on South Thomas Drive. The bike portion of the event is extremely flat and fast, although wind can play a factor in the race and continued with the 26.2 mile run that feature two-loop course. The Ford Ironman Florida begins on the beach behind the Boardwalk Beach Resort, in the Gulf of Mexico. The course is a 2.4-mile two-loop swim. The bike portion of the event by exiting through the bike/run start tower and heading west on South Thomas Drive. The bike portion of the event is extremely flat and fast, although wind can play a factor in the race and continued with the 26.2 mile run that feature two-loop course.

### RACE DETAILS

Start Date	Start Time	
<b>05 Nov 2011</b>	<b>7:00 am</b>	
City	State	Country
<b>Panama City</b>	<b>Florida</b>	<b>USA</b>
Type	Series	Race Edition
<b>Half Iron Distance</b>	<b>Ironman</b>	<b>2011</b>

Distance

2.40Miles 112.00Miles 26.20Miles

Who's Racing

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**Disclaimer**

We do our best to ensure that all then information on these pages is accurate and upto date. There may be errors or ommissions in the information and you should always check with the race organisers directly. If you do spot an error please send us an e-mail and we'll correct it as soon as we can. Mail should be the format - Error - Race name and sent to [denis@beyondtransition.com](mailto:denis@beyondtransition.com)



### Technical Data

Detailed information on the race course, including maps and elevation profiles.

You are here: Race > Race Search > Ironman Florida Panama City Beach

Name: Ironman Florida Panama City Beach

**SWIM ROUTE**

**Official Swim Course Map**

**Bike Course Description**

Once athletes exit the transition area, athletes will begin the bike portion of the event by exiting through the bike/run start tower and heading west on South Thomas Drive. The bike portion of the event is extremely flat and fast, although wind can play a factor in the race. The rest of the one-loop course will be as follows: Start at the Boardwalk Beach Resort and go west on S. Thomas Drive to Front Beach Rd. Left on Front Beach Rd. Right on Hwy 79 North. Right on Hwy 20 East Right on Hwy 77 South Left on 388 East to turnaround Turnaround and go to Blue Springs Road Right on Blue Springs Road Left on Hwy 20 West Continue straight through Hwy 77 on Hwy 20 Left on Hwy 79 South Right on Greenfield Road to turnaround Turnaround and go to Hwy 79 South Right on Hwy 79 South Left on Front Beach Rd. Right on S. Thomas Dr. Finish at the Boardwalk Beach Resort.

**BIKE ROUTE**

**Official Bike Course Map**

**Run Course Description**

Runners will take the following route during the marathon portion of the event. The marathon will feature a two-loop course, with the turnaround in front of the Spinnaker Beach Club. The run course will take the following route: Start at the Boardwalk Beach Resort and go west on S. Thomas Drive 1.19 of a mile. At turnaround go east on South Thomas Drive to Thomas Drive (continue east), Right on Joan Ave. Left on Surf Dr. Left on Utes Right on Beach Dr. Bear left on S. Lagoon Dr. Right on Mystic Dr Left on Hilltop. Left on Treasure Circle. Right on Beach Dr. Left on Irwin. Left on Thomas Dr. Right on Spyglass Bear east on Spyglass Dr. Left on Lookout Dr. Right on Thomas Dr. and go to the State Park. Go straight into the State Park and turn right on St Andrew's Circle, continue counter clock wise exiting the park. Return to the Boardwalk Beach Resort following the same route. Turnaround in front of the Boardwalk Beach Resort, repeat the entire run course. Go past the turnaround to finish line on S. Thomas Drive in front of the Boardwalk Beach Resort. Finish line is in front of the Boardwalk Beach Resort. The run course will have mile markers and aid stations approximately every mile. Traffic cones will be used to separate the runners from the traffic where necessary. The traffic cones will not block the flow of traffic. Numerous signs will be used to inform the local traffic of the race in progress and racecourse volunteers will be used to keep runners on course.

**GENERAL INFO**

Bike Course Surface: Run Course Surface:

Swim Course Layout: Swim Loops: 2

**COURSE RULES**

Swim Cutoff Time: 02:20:00 Bike Cutoff Time: 10:30:00 Run Cutoff Time: 17:00:00

Speed Suit Legal? Wet suit Legal?

Wetsuit Information  
Wetsuits cannot measure more than 5 mm thick. Wetsuits may be worn in water temperatures up to and including 24.5 degrees Celsius/ 76.1 degrees Fahrenheit.

Drafting Exclusion Zone: 7m

**SWIM COURSE**

Swim Course Layout: Swim Loops: 2

Swim Location:

Salt/Fresh Water: Salt

**BIKE COURSE**

Bike Course Layout: Bike Loops: 2

180° Turns: 2

90° Turns: 10

**RUN COURSE**

Run Course Layout: Run Loops: 2

**RUN NUTRITION**

Water? Electrolyte? Special Needs?

Other Nutrition? Powergels, Pretzels, Chicken Soup Broth (Fulls only, after dark), Oranges, Bananas, PowerBar

**BIKE NUTRITION**

Water? Electrolyte? Special Needs?

Other Nutrition? Powerbar, Powergels, Bananas

**AID STATION**

Bike Aid Stations: every 10 miles

Run Aid Stations: every mile

**SPECIAL NEEDS**

Special Needs Policy  
Special needs stations will be located near the midpoint of the bike and run course. Special needs bags will not always be returned. Do NOT place anything of value in your special needs bag.

**BIKE MECHANIC**

Bike Mechanic? 1

**CLIMATE**

Air Temperature	Water Temperature	Humidity
48 - 72 F	68 - 72 F	0.45

Wind speed: 8mph

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**Technical Data**

Even information about travelling to the race destination is offered here.

You are here: Race > [Race Search](#) > Ironman Florida Panama City Beach

Name: Ironman Florida Panama City Beach

Location:

[Like](#)

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- The Race
- The Course
- Signing Up
- Useful Stuff
- Reviews
- Race Travel
- Accommodation
- Race Analysis

**AIRPORT, RAILWAY STATION AND PARKING**

<p>Nearest Airport <b>Northwest Florida Beaches International Airport (ECP) -</b></p>	<p>Nearest Train Station <b>Pensacola</b></p>
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[FLIGHTS](#)

[FLIGHTS](#)

[TAXI](#)

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<p>Taxi Website <a href="http://checkertaxipcb.com/">http://checkertaxipcb.com/</a></p>	<p>Local Taxi Telephone <b>850.784.1115</b></p>
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[CAR RENTAL](#)

[BIKE PACKING SERVICE](#)

[TAXI](#)

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