



HAPPY VALLEY
**SPORTS &
ENTERTAINMENT**
ALLIANCE

FOR IMMEDIATE RELEASE

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IRONMAN® support opportunities for the community, local businesses

State College, PA, May 1, 2023 – With the IRONMAN® 70.3 Pennsylvania Happy Valley Triathlon less than two months away, The Happy Valley Adventure Bureau (HVAB) and the Happy Valley Sports & Entertainment Alliance (HVSEA) stressed that the entire Centre County community has a tremendous opportunity to put Happy Valley’s best foot forward before elite athletes, their families and supporters.

“IRONMAN® will bring thousands of visitors to the county prior to, during and after the triathlon,” said HVAB President and CEO Fritz Smith. “We are excited to show these special guests the full extent of Happy Valley Hospitality.”

Smith said more than 2,900 elite athletes have registered for the July 2 swimming, cycling and running competition, the first of a three-year commitment to host the Pennsylvania Happy Valley Triathlon. The race is the only IRONMAN® competition in Pennsylvania.

The athlete count represents competitors from all 50 states and 10 countries, and includes more than 200 local participants.

Happy Valley Sports & Entertainment Alliance (HVSEA) Executive Director Eric Engelbarts said hosting an IRONMAN® triathlon will have a tremendous economic impact on the county and the region, and will require across-the-board community support to be a successful.

“Being successful hosting IRONMAN would lead to additional opportunities down the road,” said HVSEA Executive Director Eric Engelbarts. “It’s a true community effort, from the municipal cooperation involved to get the event off the ground, to resident and business support.”

According to IRONMAN® officials, nearly 1,200 community volunteers will be needed on race day, and prior to the race. Those opportunities range in responsibilities and time commitment.

Engelbarts thanked the nearly 600 Centre and Clinton county residents who have already signed up to volunteer, noting that about 600 are still needed.

Volunteer Information Night

To learn more, the public is invited to an IRONMAN® volunteer open house from 6 p.m. to 8 p.m. Tuesday, May 9 at Boal City Brewing in Boalsburg. Potential volunteers will have an opportunity to learn about available openings and ask questions of race organizers.

Businesses can also support visiting athletes and their families.

IM Local Partner program

The IM Local Partner program provides IRONMAN® participants, and their families and volunteers if accompanied by the athlete, with an added connection to local businesses while they are in Happy Valley for the race weekend.

The HVAB will create an IM Local Partner landing page on happyvalley.com that will contain special offers and perks from participating businesses. This page will be shared with registered athletes, and serve as a source of inspiration for dining, entertainment and professional service options while in the county.

“The IM Local Partner program is an excellent way to welcome and support elite athletes from around the nation and world, while gaining customers for local establishments -- all while showcasing the best of Happy Valley,” Engelbarts said.

Businesses interested in participating in the IM Local Partner program should email JakeM@happyvalley.com.

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