

## **3D Rotorua – a fantastic new winter multisport event on the calendar**

### *The Australasian Multisport Championships – Queens Birthday Weekend 2011, 2012 & 2013*

The Australasian Multisport Championships is coming to Rotorua Queens Birthday Weekend. Dare 2 Sweat Events Ltd, directed by Neil Gellatly, proudly announced today the launch of a new Trans Tasman multisport title event hosted by 3D Rotorua. The event initiative follows 2 months of consultation between Gellatly, the Rotorua District Council (RDC) and New Zealand Multisport Association (MSNZ) and will be hosted in the wonderful multisport destination of Rotorua for three years 2011 through to 2013.

With a long history of the world's best multisporter's hailing from NZ and Australia; the introduction of Trans Tasman flights following the completion of the runway extension of Rotorua Airport; no true Multisport Event on the regions calendar; and a gap for an iconic event that epitomises and showcases Rotorua during the winter months; Gellatly approached the Events and Venues Team at the RDC and board of MSNZ with a proposal to run a high profile title multisport event.

The RDC have offered assistance and extended support so Rotorua can secure a MSNZ endorsed Trans Tasman title multisport and MSNZ have happily confirmed their support for D2SE to run the Australasian Multisport Championships for the first three years of the titles inception. This will give both the iconic new Rotorua event and title the best opportunity to become strong & successful in each right.



Gellatly a former Coast to Coast runner up & 3 x National Champion said "Timing is everything. I have waited a long time to realise and seize an opportunity like this. It has been an ambition of mine to set-up and run a no-compromise multisport event for the masses". Since moving to Rotorua four years ago, with partner (now wife – Katrine) Gellatly instantly knew he had found a place to call home. "Rotorua is a multisporter's and outdoor recreationalist's paradise. The Lakes are beautiful and the mountain bike & foot

trails deserve the worldwide recognition they gained. I am so excited to be organising and running such a dream event right on my back door step (metres from home literally speaking). The support I am receiving from everyone is really something special. It feels incredible".

Events and Venues manager – Martin Croft comments, "It's great to be able to add another high quality international event to the calendar. Rotorua prides itself on offering all its visitors a wonderful experience. 3D Rotorua will do just that."

MSNZ has commended Gellatly on his great work and determination, building the relationship with council and community, getting the project to this stage.

“MSNZ compliment Neil and the RDC for taking up the challenge and offering to our athletes the chance to compete for the inaugural Australasian Multisport Championship title on offer during the fittingly named 3D Rotorua. What better place than the Rotorua region to challenge competitors, good luck to all participants” - Bill Godsall President MSNZ

MSNZ vice president Steve Knowles adds, “Both Australia and NZ have the best multisporter’s in the world. 3D-Rotorua is a good concept. Neil has a ripper course planned that will suit all and provide a true competitive comparison between specialists in different disciplines. It will be great to see some epic Trans Tasman battles on Kiwi soil”.



The inaugural 3D Rotorua – Australasian Multisport Championships will be held on the Sunday 5<sup>th</sup> June 2011 during the long Queens Birthday public holiday weekend to co-inside with the Trans Tasman flight schedule and give kiwi nationals ample opportunity to travel to and from the event without losing a day off work or school.

The event will contain a premier Australasian Championship title multisport race for individuals - with age group titles and prize money for the top five male and female athletes; & racing for teams (including schools and family). Lead up events will run through the morning including a 2 stage off-road Duathlon and off-road 10km Quarter Marathon & 21km Half Marathon Run/Walk to cater for everyone’s preferred recreational pursuit.

The premier event and individual parts to the preceding events include a:

- **8-10km paddle** around the sheltered fresh water of Lake Okareka, boarded by native bush, sandy beaches, rolling pastures and a walkway; with views of Mt Tarawera in the distance. This paddle is open to all forms of paddle craft – from ocean canoes (waka-ama) to sea kayaks, sit-on-top pleasure craft to surf-ski’s & multisport boats to Olympic racing canoes.
- **30km mountain-bike** on arguably the best purpose built Mtb single track in the world within the Whakawerawera Forest, including a fantastic combination of mountain bikers most favoured single tracks.
- **10-12km trail run** on a range of soft trails twice around a 6km loop circuit under the towering Redwoods Forest and through naturally regenerating native NZ bush. Each lap of the run will involve a small testing hill with rugged steps to climb and descend.

The separate **Off-road Duathlon event** will comprise of the latter 30km mountain bike & 12km trail run.

And the stand alone **Off-road 10.5km Quarter Marathon & 21km Half Marathon run/walk** will comprise of one and two laps respectively of an extended version of the trail run loop used in the premier Multisport and Duathlon events.

Gellatly explains that the total distance of the multisport event is planned to be roughly 50km and participants are expected to complete it in between approximately 3 hours to 5 hours. The Mtb to run



transition is only an 8 km drive over the hill from the paddle to Mtb transition and only 200m from the race finish, so competitors will be able to set up pre-race to be self supported in transition if they wish. The finish is located in a clearing under a huge canopy suspended from the trees, providing an unbelievable setting for an event expo.

“The course design and lengths of individual parts provide an achievable challenge and will be fun for everyone – encouraging all cultures, age groups and gender from the first-timer up to the elite athlete. An innovative category to encourage young family participation will be parent & sibling pairs” - Gellatly Says.

Gellatly stresses - the 3 main focuses of 3D Rotorua are to:

1. **Promote Multisport** - through the establishment of a well supported credible & sustainable event & title we aim to: attract a wide audience (novice to elite); encourage grass roots development; promote family/school participation; recognised elite level performance and lift the sports profile.
2. **Promote Rotorua** - Attract fit, happy, healthy visitors who care for and treasure the environment to a world class recreating destination and give them an enjoyable/unbeatable experience encouraging them to return or relocate to provide ongoing major economic returns to the region.
3. **Increase “Community Spirit”** - Provide a real “Feel Good” community factor with an event the community can embrace and are proud off.

“This fits with the Associations aims for the sport of Multisport and a sustainable organisation, plus beliefs for what an official Championship event should be and do. Plus it provides what the Council is looking for in an event, and stands for everything I believe is good” says Gellatly.

The finish of the event is located just a 5 min drive from the centre of town and 10 min drive from the Airport. The start is only 15 min drive from centre of town and 20 min drive from Airport. Rotorua is a thermal wonderland with ample accommodation; a great selection of restaurants and wonderful cafes; plenty of shopping; and many attractions (from adrenaline packed rides to passive relaxing choices) for travelling families, supporters and spectators.

More details will become available on the event website [www.3drotorua.co.nz](http://www.3drotorua.co.nz) in September (9 months out from the event). 3D Rotorua event organiser Neil Gellatly welcomes contact from interested parties and can be reached by email at [info@dare2sweatevents.co.nz](mailto:info@dare2sweatevents.co.nz) , or by phone on (027)648-7546.

Photo's provided courteous of [www.graememurray.com](http://www.graememurray.com)

