



## **Jenson Button To Race in Derby**

Amateur and professional triathletes from all over the world will be joining local competitors for the 2015 Jenson Button Trust Triathlon which will move to its new home in Derby's Markeaton Park on Sunday July 12.

Sports enthusiasts from as far afield as Germany, Mexico, Spain and Afghanistan will be coming to the city for the chance to compete alongside the 2009 Formula 1 World Champion and keen triathlete Jenson Button.

Competitors will get the chance to race twice, with the preliminary heat consisting of a 200m lake swim in Markeaton Park, 10km cycle through the city and then back to Markeaton for the 2.5km run. The top performers will then go on to the final, 400m swim, 20km cycle and 5km run, with the runners up entering the wooden spoon race.

There is also a team challenge, sponsored by Midlands business advisors and accountants Smith Cooper.

Teams of three people (either all male, all female or mixed) will each tackle one of the Triathlon stages and also have the chance to race twice during the day.

The prize fund available to competitors is one of the largest for a UK based sprint triathlon. A grand total of £7000 will be on offer, split between the male and female categories.

Spectators are invited to join in the fun. As well as the opportunity to watch the competitors in action, a wide range of family activities will also be held at the event village set up in Markeaton Park including a “come and tri” children’s duathlon, bouncy slide, Racing Bug , food, drink and retail.

The day will culminate in medal presentations by Jenson Button and a post-race party for participants with live music and locally-produced food and drink.

Jenson Button said: “Moving the triathlon to Derby this year will give us the opportunity to involve more people.

“It’s an amazing location and will be great for both amateurs and professionals and especially for spectators who will be have the great opportunity to see us all going through the pain!

The event, which was previously held at Luton Hoo, is being organised by Derby-based HUUB Events on behalf of The Jenson Button Trust.

Head of Huub Events Dean Jackson said: “This is a real coup for Derby. It will be a great event for local competitors and triathletes from all over the UK and the world.

“It will be an event that can be enjoyed by the whole community and there will be a real party atmosphere in the park.

“Excitement is certainly building for this event and we are delighted with the response from sports enthusiasts.

“They are a combination of seasoned triathletes and newcomers to this growing sport which is testament to the appeal of the F1 format for the event – giving competitors the flexibility to race once or twice during the day – whatever they wish.”

HUUB Events have worked closely with Derby City Council to pitch for the event which will be officially opened by Derby City Council Leader Cllr Ranjit Banwait.

He said: “This is fantastic news for Derby on so many fronts. The Jenson Button Trust Triathlon joins a packed programme of events which are popular with residents and visitors alike. I hope the whole of Derby get behind this event and make it a fantastic showcase for our wonderful city.”

For the second year running the Trust has partnered with Cancer Research UK with all profits and fundraising from the event going towards beating cancer sooner.

For more information on the event, please follow @JBTrustTri or visit

[www.jensonbutton.com](http://www.jensonbutton.com)

**Media enquiries:**

Sarah Jenkin-Jones, JJPR, Tel: 01332  
515102/07951945665;sarah@jjpublicrelations.co.uk

Notes to Editors

### **About the Jenson Button Trust**

- The Jenson Button Trust was established in March of 2010. With a number of charitable causes and campaigns being close to Jenson's heart, the Trust was established in order to give us much help to as many as possible.
- The Trust runs a number of fund-raising activities and events from the Jenson Button Trust Yacht in Monaco to the Jenson Button Trust Triathlon.
- Over the next two and a half years the Trusts nominated beneficiary is Cancer Research UK.

### **About Cancer Research UK**

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research
- Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating cancer relies on every pound donated
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years
- Today, 2 in 4 people survive cancer for at least 10 years. Cancer Research UK's ambition is to accelerate progress so that 3 in 4 people will survive cancer within the next 20 years
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org). Follow us on [Twitter](#) and [Facebook](#).