



MOTORSPORT SHOWDOWN AT THE MAZDA LONDON TRIATHLON

Jenson Button faces challenge from aspiring British World Champion

21st July 2009:

It has been confirmed today that Jenson Button will compete against a motorsport rival in the Mazda London Triathlon on 2 August 2009. Lewis Hamilton recently backed out of the challenge from Jenson Button but a new challenger, who is currently contending for a title of his own, has stepped in to give Button a true test to see who is the fastest triathlete in motorsport.

Bradley Smith is the hot prospect from the MotoGP 125cc World Championship and at the age of 18 has already been competing on the professional circuit for three and a half years, with two grand prix wins and eight podium finishes under his belt. Smith, like Button in Formula One, is well placed to win his Rider's World Championship in what could be the best year across British Motorsport for decades.

Smith challenged Button after they met at Silverstone during the British Grand Prix where Smith, in recognition of his achievement of being the first British rider in three decades to lead any MotoGP World Championship, was attending as a guest of Bernie Ecclestone. Button's father, John Button, is a keen follower of MotoGP and began talking with Smith leading to the meeting of the Formula One and MotoGP drivers. Their combined loves of motorsport, triathlons and competition came to the fore and Smith, eager to fill the gap left by Hamilton, challenged Button to a race in the Mazda London Triathlon, the world's largest triathlon. The two motorsport heroes will be amongst 13,000 competitors raising a combined total in excess of £3 million for charity.

Although only just 18, Smith is no newcomer to triathlons; the swim, cycle, run events are a major focus of his training regime and his personal trainer is an ironman regular who has been passing on all his experience to Smith. Button, however, is the bookies' favourite; the 29 year old regularly competes in triathlon events and, like Smith, also uses the three disciplines as a part of his fitness programme. Bookies have Button as firm favourite but Smith's determination may see punters tempted to back the 18 year old. (Stan James: 1-5 J Button, 3-1 B Smith).

Jenson Button is using the triathlon to raise money for Make A Wish Foundation UK where he is a Patron of the leading wish-granting charity. Donations can be made at

www.justgiving.com/jensonbutton



Bradley Smith, who is supporting the Riders for Health charity said, *"When I met Jenson I told him straight away that 'Lewis won't race you but I will!'. I've made sure I'm in the same wave start time as Jenson so we really get to battle head-to-head. Jenson has been really good about it and we've been swapping the odd text in the build-up to the race. Hopefully at the end of this season we will both win our respective Championships, which is fantastic for British motorsport. However, there's only going to be one winner in the triathlon and I'm planning on making sure that it's me!"*

Triathlon is the fastest growing mass participation sport in the world due to its accessibility, scope to train both indoors and out, as well as offering variety to its competitors with each stage of the event.

For further information about the Mazda London Triathlon, visit: www.thelondontriathlon.com

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For further information please contact:

Mazda London Triathlon Press Office:
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To interview Bradley Smith this Wednesday 22 July 2009 at the British MotoGP media launch -
please contact: office@nick-harris.co.uk / alex.coulson@sbi.co.uk

Notes to Editor:

About IMG Mass Participation Sports

A division of IMG, Mass Participation Sports is highly experienced in successfully staging mass participation events in the UK including: Mazda London Triathlon (the world's largest triathlon), Mazda Blenheim Triathlon, Chelsea & Westminster Health Charity London Duathlon (the world's largest Duathlon) and Etape Caledonia (the UK's only closed roads mass participation cycling event). New events in 2008 will include Run to the Beat (London's first half marathon) in addition to Barcelona and Stockholm Triathlons.

IMG is the world's premier and most diversified sports, entertainment and media company which helps the world's leading marketers and media networks to grow their businesses through IMG event properties, media production and distribution, talent brands, sponsorship consulting, brand licensing, sponsorship sales and other services.

IMG is the global leader in event management and talent representation across golf, tennis and fashion and has a significant presence in many other sports, cultural and lifestyle categories. Founded in 1960 with a handshake between Mark McCormack and golf legend Arnold Palmer, IMG has grown into a global operation. In 2004, renowned entrepreneurial pioneer Ted Forstmann acquired the company and infused it with renewed energy, creativity, and strategic direction.

The Mazda London Triathlon will be one of the five races within the British Triathlon Super Series, which has been created by the British Triathlon Federation in Partnership with IMG Mass Participation Sports and Human



race. The British Triathlon Super Series creates a world class environment for domestic and international competitors, providing a high profile shop window for Triathlon in the UK. The Series aims to raise awareness and encourage participation in the country's fastest growing sport in the build up to London 2012.

For press enquiries relating to IMG Mass Participation Sports, please contact Alex Coulson, Dan Williams or Michael Scallon at SBI. Tel: 020 8233 5964 / 5967 / 5963; E: alex.coulson@sbi.co.uk / dan.williams@sbi.co.uk / michael.scallon@sbi.co.uk or visit www.thelondontriathlon.com

About Mazda UK and Triathlon

Mazda is committed to growing the sport of triathlon. As well as providing headline sponsorship to the Mazda Blenheim Triathlon since 2007 and the Mazda London Triathlon for the last two years, Mazda also sponsors elite triathlete Tim Don to act as an ambassador for the sport.

For media enquiries about Mazda's triathlon sponsorship programme, please contact Kaya Mallinder: T: 01622 766 521 / M: 07921 484 915 / E: kaya.mallinder@pfpr.com or visit www.wearetriathlon.com

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Note to Editors:

1. Please note that Make-A-Wish does not use phrases such as 'terminally ill' or similar phrases, in order to respect the sensitive nature of life-threatening illnesses and what they mean to children and young people and their families. We would ask that this approach is followed and that the term 'life-threatening illnesses' is used in material for publication.
2. Make-A-Wish grants magical wishes to children and young people fighting life-threatening illnesses. The charity was founded in the UK in 1986. Registered charity number: 295672/SC037479 www.make-a-wish.org.uk. In 2009, around 1,000 children will turn to Make-A-Wish to have their special wish granted and the charity needs to raise £5 million to continue granting these magical wishes.

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