

stand out



Vivid Event Group founder launches Brighton and Hove Triathlon

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Charlie Hepburn, managing director and founder of Brighton-based live events agency Vivid Event Group, is undertaking a new project and delivering an international triathlon and **Sport and Fitness Show** to Brighton and Hove seafront in September 2016.

Hepburn has partnered with John Lunt, triathlon organiser and competition manager for the London 2012 Olympic triathlon to bring the new events to the city. The Economic Development and Culture Committee voted unanimously in approval for plans for the events to take place.

The **Brighton and Hove Triathlon** will cater for up to 3,000 participants, and will offer a sea swim, followed by a closed roads looped cycle along the coast road and ending with a run along Hove Promenade, taking in some of Brighton and Hove's famous landmarks.

Cllr Alan Robins, deputy chair of Economic Development and Culture Committee, said: "Brighton and Hove has an excellent reputation for hosting high profile sporting events and a triathlon will be a welcome addition. The event will encourage enjoyment and participation in sport as well as attracting competitors and spectators to the city. We've had great recent successes with events such as the Brighton Marathon and the Tour of Britain cycle race and we are looking forward to Rugby World Cup 2015 this autumn. The city is known for celebrating and welcoming new events of this kind."

Running alongside the triathlon, the free to attend, Sport and Fitness Show aims to attract up to 30,000 individuals over the weekend who are actively involved in sport on a regular basis. The outdoor show will be packed with the widest range of sports and fitness experiences and demos from top fitness brands, live cooking with health and nutrition experts, plus the opportunity to try out new exciting technologies.

Hepburn explained: "We have assembled an experienced team for the delivery of these high profile events and are confident we will bring a world class triathlon and sport and fitness show to the South East."

The team is currently seeking sponsorship for both events and aim to provide value to brands targeting sport loving individuals.