

# EXHIBITION NEWS

## Vivid Event Group MD launches Sport and Fitness Show in Brighton

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Charlie Hepburn, founder of Brighton-based event management agency Vivid Event Group, has announced the launch of a major new sporting event for Brighton & Hove in 2016.

The International Triathlon and Sport and Fitness Show sees Hepburn partner with John Lunt, prolific triathlon organiser and competition manager for the London 2012 Olympic triathlon, to bring the new events to the city.

The Brighton & Hove Triathlon will cater for up to 3,000 participants with categories for elite athletes, experienced, intermediate and new participants, offering a sea swim, followed by a closed roads looped cycle along the coast road and ending with a run along Hove Promenade.

Running alongside the triathlon, Hepburn's new Sport and Fitness Show will feature a range of sports and fitness experiences and demos from top fitness brands, live cooking with health and nutrition experts. Up to 30,000 visitors are expected to attend the outdoor show.

On the launch of the events, Hepburn said: "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."

Cllr Alan Robins, deputy chair of the Economic Development and Culture Committee – which voted unanimously in approval for plans for the events to take place in September 2016 – 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."