

PRESS RELEASE**Issue date: Tuesday 3 March 2015****Impetus-PEF Private Equity Triathlon 2015 date announced**

Impetus – the Private Equity Foundation (Impetus-PEF) has today announced the date of the second annual industry triathlon as 12th September 2015. Online registration will be available from 20th April 2015.

The Impetus-PEF Private Equity Triathlon delivered by Human Race, the UK's largest and most diverse mass participation events' company, is the only triathlon specifically for the private equity industry. The triathlon provides a unique day out for families from the private equity, venture capital and associated industries – including banking, accountancy, law, management consultancy, hedge funds and portfolio companies – to get together for a day of competition, networking and fundraising for Impetus-PEF.

Impetus-PEF is committed to transforming the lives of disadvantaged young people in the UK. It provides a valuable package of money, business expertise and management support to innovative charities and social enterprises, helping children and young people to succeed at school and to find and keep jobs.

The success of Impetus-PEF's inaugural Triathlon event last year saw over 300 industry individuals compete from over 60 different companies and raise an outstanding £146,000.

Marc Boughton, Managing Partner at CVC Capital Partners and Chair of the Impetus-PEF Private Equity Triathlon comments, "The winners from last year's event, including Apax Partners, TPG Capital and I am proud to say CVC Capital Partners, have set a high standard for new and returning competitors to this year's Impetus-PEF Private Equity Triathlon. Today's announcement of the event date of 12th September will help athletes of all abilities to start planning their training and fundraising. I look forward to seeing the athletes in action at the Triathlon later this year."

Daniela Barone Soares, CEO of Impetus-PEF, said, "Both experienced and beginner athletes competed to the best of their abilities at our inaugural Triathlon in 2014, raising an impressive amount of money for disadvantaged young people in the UK. However there is still much work to be done to help young people improve their life chances and we are encouraging more athletes to sign up to the Triathlon this year and become part of a unique and fun-filled family event for the private equity industry."

At the 2015 Impetus-PEF Private Equity Triathlon there will be a series of different races to appeal to athletes of varying abilities. There will be Sprint Triathlon consisting of a 750m swim, 21.2km bike ride and 5km run. Athletes can also take part in the Relay over the same distance, with one team member completing a single triathlon discipline each.

Companies will have the opportunity to enter a single team or as multiple teams from separate divisions. The keenest of athletes, who can complete a sprint triathlon in under 1:15hr, will have the opportunity to compete in the Advanced Sprint Triathlon.

Less experienced athletes can choose to compete in the beginner-friendly SuperSprint Triathlon which is a 400m swim, 10.6km bike ride and 2.5km run. Wetsuit and bike hire are available on the day.

There will also be a range of family orientated activities available for supporters to get involved in, including fun races for children and a BBQ.

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Media Enquiries

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The Impetus-PEF Private Equity Triathlon is now in its second year. Last year, it was known as the FT Triathlon – in support of Impetus-PEF.

Online registration will be available at <http://bit.ly/PETri> from 20th April 2015.

Impetus – The Private Equity Foundation (Impetus-PEF) transforms the lives of disadvantaged 11-24 year olds by ensuring they get the support they need to succeed in education, training and employment. It does this by identifying the most promising youth charities and social enterprises and providing them with a combination of long-term funding and sustained strategic advice. This pioneering approach enables its portfolio charities to reach their full potential, in turn enabling them to reach more disadvantaged young people and to positively impact all our lives for generations to come. For more information, please visit www.impetus-pef.org.uk or call 020 3474 1007.

About Human Race

Human Race is the UK's largest and most diverse mass participation events company; owning and delivering over 50 events in triathlon, cycling, running, duathlon and open water swimming for over 70,000 participants of all abilities and ages each year. The highly prestigious portfolio of events includes 11 triathlons, nine cycling events, 10 running events, 7 open water swims, 6 kid's events. These events bring together an active community of people taking part in sporting events for reasons ranging from fitness, competition, charity, health, fun or to simply finish. The participants vary from nervous first timers from 4 to 80 through to World Champions. Collectively, the events raise millions of pounds for hundreds of charities.

<http://www.humanrace.co.uk>