



PRESS RELEASE

31 January 2017

Impetus-PEF Private Equity Triathlon spins up a gear for 2017!

The Impetus-PEF Private Equity Triathlon, in association with BVCA, will return for its fourth year on Saturday 16 September 2017 and is now open for [registrations](#).

Last year, over 500 competitors battled it out for the coveted Transforming Lives Cup and youth charity, Impetus-PEF, is now calling on the industry once more to come together and raise much needed funds to help thousands of young people from disadvantaged backgrounds to succeed in school and work.

The Impetus-PEF Private Equity Triathlon provides a fantastic day out for professionals and their families from the private equity, venture capital and associated industries to get together for a day of competing, networking and fundraising for the charity. There will be a series of different races to appeal to individual athletes or corporate teams of varying abilities, including two new Olympic distance races for the “ultra” fit. There will also be a range of family activities including fun races for children and a barbecue.

For a limited time only, early bird entrants will benefit from **25% off** the registration fee from today, 31 January. To register for the 2017 event and help improve the lives of disadvantaged young people in the UK, visit: www.impetus-pef.org.uk/triathlon

Marc Boughton, Managing Partner at CVC Capital Partners and Chair of the Impetus-PEF Private Equity Triathlon, said: “Our supporters turned out in record-breaking numbers last year to race individually and in teams. However, with over two million young people in the UK still living with the daily reality of economic deprivation, this year we need our supporters more than ever. I challenge everyone to bite the bullet and sign up now to take part in the only sporting event for the private equity and associated industries. For every registration received during the next month, I will personally donate the discounted amount to Impetus-PEF.”

Andrew Ratcliffe, Chief Executive of Impetus-PEF said: “For many of us the new year means tighter trousers and shirt collars. So it’s the perfect time to commit to a fitness challenge! Our triathlon is a great way to combine calorie-burning, competition and compassion. You can get fit, take on your colleagues and rival firms, and at the same time know you’re making a real contribution to the lives of young people in the UK.

Because there are too many young people in this country not getting the opportunities they need to succeed in school and work. Our event gives our City supporters the chance to change this. The dedication of the competing athletes and funds they raise will help young people in the UK secure the best future for themselves.

So sign yourself up, sign up your colleagues, and build a team to out-race and out-raise your rival firms!”

ENDS

183 Eversholt Street, London NW1 1BU 020 3474 1000
 info@impetus-pef.org.uk @ImpetusPEF impetus-pef.org.uk

Notes to editors

Media Enquiries Lizzie Pring, Head of Communications, Impetus-PEF. Tel: 020 3474 1017
Email: press@impetus-pef.org.uk

Impetus-PEF (Impetus – The Private Equity Foundation) transforms the lives of young people from disadvantaged backgrounds by ensuring they get the support to succeed in school, in work, in life. They do this by finding the best charities working with these young people, helping them to have a bigger impact and by influencing the decisions and resources devoted to them. Impetus-PEF currently works with more than 20 charity partners, which in turn reach over 80,000 young people from disadvantaged backgrounds.

To understand more about our work, see the accompanying case study, visit www.impetus-pef.org.uk or call 020 3474 1007.

The Impetus-PEF Private Equity Triathlon is now in its fourth year and will take place on Saturday 16 September 2017 at Dorney Lake, Windsor, [SL4 6QP](https://www.google.com/maps/place/Dorney+Lake,+Windsor,+UK/@51.5255556,-0.6055556,15z).

[Register for the Impetus-PEF Private Equity Triathlon here](#)

Races:

<i>Adult races</i>	<i>Children's races</i>
NEW Olympic Individual Triathlon (1500m swim, 42.4km cycle, 10km run)	Kids Scootathlon (4-8 years) 390m scoot, 390m cycle, 250m run
NEW Olympic Relay Triathlon (team of three) (1500m swim, 42.4km cycle, 10km run)	Kids Duathlon (9-16 years): 1km run, 3km cycle, 1km run
Challenge Individual Triathlon (800m swim, 31.8km cycle, 7.5km run)	
Challenge Relay Triathlon (team of three) (800m swim, 31.8km cycle, 7.5km run)	
Sprint Individual Triathlon (400m swim, 21.2km cycle, 5km run)	
Sprint Relay Triathlon (team of three) (400m swim, 21.2km cycle, 5km run)	

Prices:

- £400 minimum fundraising target
- *Early bird offer until Friday 28 April** - £112.50 for individuals (adult races), £225 for relay teams (adult races – teams of three), £19 for Kids scootathlon, £26 for Kids duathlon
- Includes race entry, technical t-shirt, swim cap, goodybag, medal, BBQ and parking

*After Friday 28 April 2017, the registration fee will increase to £150 for individuals, £300 for relay teams, £25 for Kids scootathlon and £35 for Kids duathlon.

More information is available at www.impetus-pef.org.uk/triathlon

Get a feel for the triathlon, [view our film for 2017](#)