

Finlay, Danielle

From: Paul McGreal [paul@durtyevents.com]
Sent: 09 September 2013 17:05
To: paul@durtyevents.com
Subject: Craggy Island Tri - Thanks

Hi there

Many thanks for your enthusiastic support of the Craggy Island Triathlon a week or so ago. Apologies for the delay in response – I managed to squeak a few days off paddling in the Kerrera and Mull areas after the race and only got home last night.

It just not possible for events like Craggy to happen without the support of organisations such as yours – we greatly appreciate your help.

Craggy Island has quickly become a popular and established race on the calendar – it's now one of the biggest triathlons in Scotland, and will be back in 2014 once Duncan and I have sat down with a tide timetable!. It seems to have also become an important event for Oban – the town feels extremely supportive of it, which makes our lives that bit easier. I've recently sent out a survey to participants – it indicates that the event generated a lot of 'bed nights' for the town – fairly substantial economic impacts are derived as well as the reputational benefits gained from hosting events. Competitors (nearly 550 entries were received) came from across the UK, and even a handful from Europe.

Our hosting of the Scottish Cross Triathlon Championships brought additional profile – you might have noticed that we're on both the front and back pages of the Oban Times this week!. Over the course of the next week or so, online articles and race reports will start appearing – these will all raise the profile of the town, the event and the sponsors. We're also aware that a BBC Alba TV crew were following one of the competitors.

Thanks again,

Paul

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