



2007.07.29

NEWFOUNDLAND IRONMAN 70.3 E-NEWSLETTER-2007.02.01

Course Update

Everyone wants to know! Our course design is complete and we are days away from announcing final route, maps, and detailed elevation charts and descriptions. We guarantee our course will be a signature track on the IRONMAN 70.3 circuit and will appeal to athletes looking for a solid challenge in the midst of the postcard setting of the Humber River Valley and the Bay of Islands.

We appreciate that many athletes are anxiously awaiting details on our course. We will not disappoint! While Corner Brook is being buried in snow, our team has been working diligently to design a safe and exciting course in a completely new area of our region and outside the confines of the City of Corner Brook. Course highlights include a crystal clear freshwater swim and a dedicated bike lane on our riverside rural highway away from city streets, vehicles, and buildings. Please check back in the next few days and download our course details. Please contact us directly if you require additional information.

Flights! And More Flights!!

We were very pleased to share the news that Air Canada (www.aircanada.com) recently expanded their service to Western Newfoundland. As well, WestJet Airlines (www.westjet.com) have followed suit and announced a brand new service with direct flights from Toronto to Deer Lake, just 20 minutes drive to the start line!

We are excited about the growing tourism industry and interest in our region and IRONMAN 70.3 event. This new flight capacity will give athletes and their families additional choice of flights at a lower cost. Please contact the airlines for information and schedules. For booking, we recommend contacting Cecilia Thistle and her team at our official Travel Partner, Carlson Wagonlit-Harveys Travel. Please refer to our 'Travel' section on our site or check out the attached copies of Air Canada's and WestJet's press releases!

Training Tips for Newfoundland

Looking for the inside track on racing IRONMAN 70.3 in Newfoundland? We're pleased to introduce Deb Moore and Moore Performance (www.MoorePerformance.ca) who offer fitness and multisport coaching services. Coach Deb is a great resource for your preparation for the season and she has devised a generic training plan available as a free download in our 'Training' section. Check out our 'Training' section for all the details.

The Power of One!

Among the many athletes who have registered for Newfoundland IRONMAN 70.3, we recently recognized Mr. Karl Smith and his wife Karen Hurtubise. Karl and Karen, of St. John's, NL, were the first out of the gate to sign up for our race and a local newspaper picked up the story. We invite you to check this out, it's posted on our 'News' section of www.ironmannewfoundland.com. Check it out!

What's your Story?

We love hearing from athletes like Karl and Karen and hearing their stories. What's driving you? If you want to share your reasons to race IRONMAN, please contact us and fill us in. In the coming weeks and months we will be pleased to tell your story!



**We look forward to seeing you on July 29, 2007
for a race experience you'll never forget!**



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News Releases

Attention Business/Financial Editors:

Air Canada announces new routes for Eastern Canada providing daily service to New York, Toronto and Edmonton

MONTREAL, Jan. 4 /CNW Telbec/ - Air Canada announced today that it is introducing non-stop service on three new routes for Atlantic Canada, connecting Halifax and New York City, Deer Lake, NL, and Toronto, and Halifax and Edmonton. The new daily flights will commence this spring.

"We are delighted to offer the convenience of these additional non-stop flights to travellers flying to and from Eastern Canada, including those who wish to connect with our expansive global network," said Daniel Shurz, Vice President, Network Planning. "The introduction of daily, year-round service April 1 between Halifax and LaGuardia will facilitate travel between the Atlantic provinces and the great destination of New York City. Starting May 4, Air Canada will further enhance service in western Newfoundland by offering the only daily non-stop service year-round between Deer Lake and Toronto. Finally, on June 15, Air Canada will begin seasonal daily service between Halifax and Edmonton, complementing our existing Halifax-Calgary service. The Edmonton service will operate until September 16."

"Both business and leisure travellers on these routes will enjoy more and better connections, Aeroplan rewards, and an opportunity to use our growing suite of flight passes for convenience and savings."

The Halifax-New York, LaGuardia service will be operated by Air Canada Jazz using a 50-seat Bombardier CRJ regional aircraft. Flights will depart Halifax at 11:45 a.m. and arrive in New York at 12:30 p.m. They will leave New York at 1 p.m. and arrive in Halifax at 3:40 p.m.

The Deer Lake-Toronto service will be operated by Air Canada using a 120-seat Airbus A319, featuring our Executive Class service. Flights will depart Toronto at 2:55 p.m. and arrive in Deer Lake at 7:05 p.m. They will leave Deer Lake at 7:55 p.m. and arrive in Toronto at 9:18 p.m. The new route will complement existing daily year-round service from Deer Lake to Montreal and Halifax.

The Halifax-Edmonton service will also be operated by Air Canada using an Airbus A319. Flights will depart Edmonton at 10:30 p.m. and arrive at Halifax at 6:10 a.m. They will leave Halifax at 8:10 a.m. and arrive at Edmonton at 10:30 a.m.

Montreal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 150 destinations on five continents. Canada's flag carrier is the 14th largest commercial airline in the world and serves 30 million customers annually with a fleet consisting of 332 aircraft. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network.

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[Close This Window](#)[Print Page](#) NEWS RELEASE TRANSMITTED BY [CCNMatthews](#)**FOR: WESTJET****TSX SYMBOL: WJA****WestJet Announces Three New WestJet Cities in Eastern Canada and Enhanced Summer Schedule****JAN 17, 2007 - 08:30 ET**

Kitchener-Waterloo-Cambridge 'Ontario', Saint John 'New Brunswick', and Deer Lake 'Newfoundland and Labrador'.

CALGARY, ALBERTA--(CCNMatthews - Jan. 17, 2007) - WestJet (TSX:WJA) today announced the introduction of seasonal non-stop service to three new destinations in Eastern Canada: Kitchener-Waterloo-Cambridge (Ontario), Saint John (New Brunswick), and Deer Lake (Newfoundland and Labrador) starting May 14, 2007. These new destinations are part of WestJet's enhanced summer schedule that also includes new non-stop flights from Calgary, Toronto, Edmonton, Vancouver, Ottawa, St. John's, Charlottetown and Montreal as well as increases in frequency in its existing network.

Bob Cummings, WestJet's Executive Vice-President Guest Experience and Marketing said, "We are pleased to welcome three new WestJet cities to our network. The addition of Kitchener-Waterloo-Cambridge, Saint John and Deer Lake brings our great guest experience to even more markets and allows us to meet the demand in these areas. Flying into new destinations in Eastern Canada provides guests with access to our ever-expanding network and allows us connectivity for growth. We are confident that our modern aircraft, low fares and award-winning guest service will be welcomed in these three cities."

Starting May 14, 2007, the airline will launch new seasonal non-stop service between the following cities:

Route	Frequency
Calgary - Kitchener-Waterloo-Cambridge, O.N. (new WestJet destination)	Daily
Toronto - Saint John, N.B. (new WestJet city)	Six times a week
Toronto - Deer Lake, N.L. (new WestJet city)	Six times a week
Vancouver - Ottawa	Daily
Montreal - Charlottetown	Daily
Edmonton - Montreal (effective April 29)	Daily
Calgary - St John's, N.L. (effective June 27)	Daily

With effective dates beginning May 14, 2007 WestJet will also increase the number of departures in its existing route network. Enhanced summer routes include:

Route	Frequency
Calgary - Halifax	Twice daily
Calgary - London	Twice daily
Edmonton - Toronto	Five times daily
Edmonton - Abbotsford	Three times daily
Vancouver - Toronto	Six times daily
Toronto - Halifax	Five times daily
Toronto - St. John's	Twice daily
Edmonton - Comox (effective April 2)	Once daily
Vancouver - Las Vegas (effective April 29)	Once daily
Calgary - Comox (effective August 4)	Three times daily

Based on the success of WestJet's first international destination, WestJet will continue to fly to Nassau, Bahamas from Toronto once a week throughout the summer as well as Fort Lauderdale, Fort Myers and Tampa and will continue daily service from Toronto to Las Vegas and Orlando.

More detailed information about WestJet's enhanced summer schedule and low introductory fares is available at westjet.com. Seats are available for sale immediately and can be booked online at westjet.com or through travel agents.

WestJet is Canada's leading low-fare airline offering scheduled service throughout its 35-city North American and Caribbean network. Named Canada's most admired corporate culture in 2006, WestJet pioneered low-cost high-value flying in Canada. With increased legroom and leather seats on its modern fleet of Boeing Next-Generation 737 aircraft, and live seatback television provided by Bell ExpressVu on the majority of its fleet, WestJet strives to be the number one choice for travellers.

FOR FURTHER INFORMATION PLEASE CONTACT:

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