



CHIA LAGUNA  
SARDINIA

*Sardinia's Iconic Half-Marathon and Triathlon 70,3  
at Chia Laguna resort Are Back from 23<sup>rd</sup> - 30<sup>th</sup> April 2017*



*Olympic Gold Medal Winner & Ironman World Champion Jan Frodeno  
Announced as Chia Sardinia Triathlon 70,3 Race Ambassador*

*February 2017...//* This spring, Italian Hospitality Collection invites athletes looking for a sporting event with a difference to join the **Chia Sardinia Triathlon 70,3** on Sunday 23<sup>rd</sup> April 2017 alongside **Jan Frodeno**, and the sixth annual **Chia Laguna Half-Marathon** on Sunday 30<sup>th</sup> April 2017.

Following the 3,200 runners in the half marathon and the 350 triathletes in the half triathlon in 2016, 2017's events are set to be bigger and better than ever before.

Sunday 23<sup>rd</sup> April will see guests swim 1.9km in Sardinia's stunning waters, bike 90km along the island scenic southern coast and run 21km through undulating closed roads and the spectacular Chia Beach. There will be also a Sprint Distance for a less competitive race.

The Chia Sardinia Triathlon 70,3 is the second half-triathlon to take place at Chia Laguna resort, a top tourist destination in South Sardinia, Italy. It is expected to be one of the biggest events in the Italian triathlon season, and is the first race for 2017 which Jan Frodeno has said he will participate in.

On Sunday 30<sup>th</sup> April runners will line up to run a 21,097 metre race along Sardinia's world-famous coast on closed roads for the Chia Laguna Half-Marathon. Turquoise waters, white sand dunes, a lagoon home to pink flamingos and an ancient Nora archaeological site will act as the accompaniment to the challenging yet beautiful run.

For those who can't go the full distance there is also a 10km competitive race as well as 21km, 10km and 5km non-competitive routes for those who want to combine sport with a relaxing weekend away.

Guests have the choice of splitting the half triathlon between friends, compete in just one of the two races, or, for the ultimate challenge, athletes can take part in both the half triathlon and half marathon over the course of the week.

Marcello Magnani, Race Director for the Chia Laguna Half Marathon has provided some top tips on how to prepare: *"If you already have a good level of aerobic fitness – for example, if you already train three or four times per week – you can secure a great half marathon time in three months or less. To improve your time, you should run between 10 and 14 km each time you train, concentrating on improving your aerobic resistance. Try a heart rate monitor to keep track of how hard you are working. In the final few weeks before the race period, try to run once a week for between 18 and 22 km, at the time of day when your race will take place."*

*"Don't forget to practice drinking while running – it's harder than it looks! You'd be surprised how many people end up wasting precious seconds on the day whilst rehydrating."*

The two competitions provide a unique opportunity to participate in high-level sport while savouring Chia's wonderful natural surroundings. All this comes hand-in-hand with Chia Laguna superb hospitality, including special hotel packages for athletes who want to take time out to relax, with friends and family there to watch their sporting exploits.

*Nightly rates for Chia Laguna between 20<sup>th</sup> April and 1<sup>st</sup> May 2017 start from €129 at Hotel Village. An early booking discount of 15% applies on reservations made before 28<sup>th</sup> February 2017.*

*\*Rates from 20<sup>th</sup> to 29<sup>th</sup> April are full board, per person, per night in a double room. Rates from 30<sup>th</sup> April are half-board, per person, per night in a double room. For further information please email [travel@chialagunaresort.com](mailto:travel@chialagunaresort.com) - tel. +39 070 92393431 [www.chialagunaresort.com](http://www.chialagunaresort.com)*

*Early Bird race entry rates for the Chia Sardinia Triathlon 70,3 for bookings made before 31<sup>st</sup> December 2016 are €165 per person and €195 for bookings made before 26<sup>th</sup> February 2017. [http://www.followyourpassion.it/chiasardiniatriathlon\\_eng.html](http://www.followyourpassion.it/chiasardiniatriathlon_eng.html)*

*Early bird race entry rates for the Chia Laguna Half-Marathon are €18 for bookings made before 31<sup>st</sup> January 2017 and €27 for bookings made before 31<sup>st</sup> March 2017. To book email: [info@followyourpassion.it](mailto:info@followyourpassion.it)*

FB: @followyourpassionita

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**-ENDS-**

For further press information please contact one of the team at Grifco PR on 020 7385 7090 or email Flora Beaumont; [Flora@grifcopr.com](mailto:Flora@grifcopr.com).

**About Italian Hospitality Collection:**

Italian Hospitality Collection is a world-class hotel, resort and spa brand that provides rich, authentic experiences for avid travellers who seek to feel loved, cherished and indulged in a genuine Italian lifestyle. Created in December 2014, Italian Hospitality Collection aims to be ambassador of the Italian culture, art and nature, with its collection of exclusive hotels in landscapes of excellence: Chia Laguna in Sardinia, with its unique crystal-clear waters and Fonteverde, Bagni di Pisa and Grotta Giusti in Tuscany, the country of thermal spas, history and unique wine routes.

**About Chia Laguna:**

A collection of four hotels and private villas in the picturesque Chia Bay, five-star Chia Laguna is the epitome of Italian style. With pampering spa treatments, crystal clear waters, golden sandy beaches, endless activities for children, water sports galore and no less than nine restaurants serving a vast range of gastronomic choices from local Sardinian and Mediterranean dishes, freshly caught seafood to more international flavours, Chia Laguna offers a one-of-a-kind luxury holiday for all members of the family.

[www.italianhospitalitycollection.com](http://www.italianhospitalitycollection.com)