



TRIATHLON

In support of Impetus – The Private Equity Foundation

Press Release

For Immediate Release

Financial Times and Human Race launch Financial Times Triathlon supporting Impetus – The Private Equity Foundation

13 March 2014, London, UK - The Financial Times and the UK's leading event organisers, Human Race, today announce the launch of a new industry triathlon, fundraising and networking event - the Financial Times Triathlon supporting Impetus – The Private Equity Foundation (Impetus-PEF) and in association with BVCA.

Taking place at Eton Dorney rowing lake on **Saturday 13 September 2014** the Triathlon will see individuals and families from the private equity, venture capital and associated industries including banking, accountancy, law, management consultancy, hedge funds and portfolio companies, get together for a day of competing, networking and fundraising for Impetus-PEF.

Impetus-PEF is committed to transforming the lives of children and young people trapped in poverty in the UK. They provide 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.

Several prominent City organisations have already committed to entering teams in the event, including **CVC Group, Blackstone, KKR, HgCapital, Wiggle, Apax, BC Partners, ISIS, Warburg Pincus, Collier Capital and Calculus.**

The main competitive focus of the day will be the Sponsored Race Cups, which will be contested over the **Merger Market Group Sprint Triathlon** made up of a 750m swim, 21.2km bike ride and 5km run. Participants can also take part in the **PWC Relay** over this distance with one team member completing a single triathlon discipline each. Companies will be able to enter as a single team or as multiple teams from separate divisions within larger organisations. The team's time will be calculated based on the average time of all team members, excluding that of the slowest team member's; individual entries are also available. Also over this distance the **Marlborough Partners Advanced Triathlon** will see triathletes capable of a sub 1:15hr Sprint triathlon time contesting a separate cup.

Less experienced triathletes will be pleased to find there is also an **entry level Ropes & Gray SuperSprint Triathlon** available, comprising a 400m swim, 10.6km bike and 2.5km run, offering something for those looking for their first taste of a triathlon event; wetsuit and bike hire will be available for the day.

Like many Human Race events, the day also aims to encourage younger athletes to participate, which they will be able to do through either a **Scotathlon for children** aged four to eight, that will



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see them scoot, bike and run over a distance of 1km, or a **Run, Bike, Run** event for ages 9 to 16 over a range of distances.

Alongside the competition, all triathlon participants can enjoy a **free BBQ** and the prize giving ceremony post-race.

Ben Hughes, Deputy CEO of the Financial Times, said: “Following the success of the FT London Cycle Sportive in our 125th anniversary year, we are delighted to partner with Human Race again and launch the Financial Times Triathlon. We know the private equity & venture capital industry rely on the FT for their competitive edge at work and this event is a unique opportunity for us to support this key audience in a different but equally competitive field.”

Nick Rusling, CEO of Human Race, said: “The social nature and accessibility of triathlon provides a wonderful environment for friends and colleagues from the same industry to gather, get competitive and raise funds for the same cause. I have no doubt that the private equity industry will embrace this in full force. It’s going to be fun.”

Daniela Barone Soares, CEO of Impetus-PEF, said, “We are proud to be the official charity partner of the inaugural Financial Times Triathlon. We encourage both experienced and beginner triathletes to participate and fundraise for Impetus-PEF, like the private equity, venture capital and affiliated industries have been doing since our inception. Their support will help us to ensure the most disadvantaged children and young people in the UK get the help they need to lead fulfilling lives. We will also have a team of budding Impetus-PEF triathletes, including myself, taking part, and I look forward to a successful and fun race day.”

For more information or to enter the event visit www.humanrace.co.uk/FTtriathlon

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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



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includes 11 triathlons, nine cycling events, 10 running events, 7 open water swims, and 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>

About Financial Times

The FT has a combined paid print and digital circulation of almost 629,000 (Deloitte assured, Q3 2013). Mobile is an increasingly important channel for the FT, driving more than 40% of total traffic and a quarter of digital subscriptions. FT education products now serve 34 of the world's top 50 business schools.

About Impetus – The Private Equity Foundation

Impetus-PEF brings strategic resources to high-potential charities and social enterprises working to improve the lives and prospects of children and young people living in poverty in the UK. It aims to ensure that these organisations are effectively delivering targeted outcomes... and then achieving scale in the areas of educational attainment and work readiness. It uses a highly effective venture philanthropy model, consisting of management support from the Impetus-PEF Investment Team, pro bono business expertise and long-term funding, to support and improve the capacity of these charities. Impetus-PEF was formed from the merger of Impetus Trust and the Private Equity Foundation in 2013. With over a decade of experience of supporting more than 50 charities and social enterprises, Impetus-PEF is the pioneer of venture philanthropy in the UK. It currently has 28 organisations in its active portfolio.

www.impetus-pef.org.uk