

## FOR IMMEDIATE RELEASE

### Third IRONMAN 70.3 Rwanda Triathlon to take place in Rubavu on 4 August

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**KIGALI, RWANDA, 8 July 2024**, IRONMAN 70.3 Rwanda triathlon announced the third edition of the race slated to take place on 4 August 2024 in Rubavu District, organised by Global Events Africa, the licence holder and organiser of the IRONMAN 70.3 Rwanda, in collaboration with the Government of Rwanda.

Athletes participating in IRONMAN® 70.3® Rwanda will take on a 1.9km swim course at the waterfront of Lake Kivu, a 90km bike course, and lastly a multi-lap 21.1km run course that spans the shoreline of Lake Kivu.

The inaugural race in 2022 was awarded the Overall Best Race at the IRONMAN® and IRONMAN® 70.3® Athletes' Choice Awards, highlighting the highest-scoring events in a variety of categories based on athlete surveys from all the 2022 IRONMAN® and IRONMAN® 70.3® races from around the world.

Hosting an international event such as IRONMAN 70.3 in Rwanda and scoring over 90% in athlete satisfaction scores for two years is a testament of Rwanda's ability to successfully host a diversity of international sports events and in particular, Rubavu District's destination readiness to host international sports events of this calibre.

The IRONMAN 70.3 Rwanda 2023 race attracted 290 athletes from 29 countries who came to Rubavu to swim, bike and run. Rwanda's Heritier Ishimwe won the men's race with a time of 4:48:56 and he will be returning to defend his title this year.

This year's race has so far registered athletes from Brazil, Canada, Cameroon, Czech republic, Japan, Kazakhstan, Malaysia, Russia, Singapore, Turkey, Ukraine, Uzbekistan, Zimbabwe, Austria, Belgium, Switzerland, Netherlands, Germany, France, UAE, UK, South Africa, Kenya. USA and Rwanda.

Almost 200 athletes with an average of two supporters each are looking forward to experiencing the race in a destination that offers stunning scenery and adventurous tourism. Athletes and their supporters will spend 5 days minimum in Rwanda.

The Rwandan national triathlon team will race alongside these international athletes, to earn age-group qualifier slots to the IRONMAN 70.3 World Championship in Marbella, Spain from the 8th to 9th of November 2025.

**Bonita Mutoni, Director, Global Events Africa, said:**

“We welcome all the athletes and their families to Rubavu to come experience the vibrance of the IRONMAN 70.3 Rwanda race week and weekend that will feature an expo village with showcases from artisans and businesses in Rubavu that are offering a variety of keepsakes as well as experiences to be enjoyed while in Rubavu. We will also have a fun zone with a kids play area, gaming spots and golf to mention but a few. We have activities for all ages for athletes, spectators and their families to enjoy.”

**Zephania Niyonkuru, Permanent Secretary at the Ministry of Sports said:**

"Government has been working with Global Events Africa and the host city of Rubavu, to ensure that the destination is ready to host the athletes, spectators and their families for this family event. We had a fantastic performance by our local athletes last year and expect them to win more medals this year as well as represent Rwanda at the IRONMAN 70.3 World Championships in Spain next year."

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**About IRONMAN**

IRONMAN® Triathlon Series is the world’s premier full-distance and half- distance triathlon series consisting of over 150 qualifying races in 50+ countries, regions and territories across the world. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company’s vast offerings

[Read the brochure](#)

[Learn more about Rubavu](#)

## **ABOUT GLOBAL EVENTS AFRICA**

Global Events Africa (GEA) is a professional conference organiser and destination management company with headquarters in Rwanda, which holds the licence of the IRONMAN 70.3 Rwanda.

GEA is at the fore-front of women led enterprises championing inclusivity of youth and women in sports through investing in and promoting in sporting events like the IRONMAN 70.3 Rwanda that are not only positioning Rwanda as a unique destination for sporting events but also bridging the technical skills gaps of the sporting industry in Rwanda

The IRONMAN 70.3 Rwanda 2024 is organised by Global Events Africa and sponsored by Visit Rwanda, Inyange Water, Purifayaa, Canal Box Rwanda, Gibson London Dry Gin, Jibu Water, Pedro's Coffee, Jetlak Foods Limited, Migano, Mist Rwanda Safaris and Kabisa Go Electric and supported by the Government of Rwanda.

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