

Youngsters give sport a tri at Birmingham

Posted on Friday 25th July 2008

Budding young triathletes will gather this weekend when the fifth annual Paul Western Memorial Children's Triathlon takes place on the University of Birmingham campus.

Part of the West Midlands Youth Series, a regional competition used to select youths for the GB performance squad, the event on July 27th is run by student members of the University triathlon club.

Up to 100 children between the ages of 8 and 16 are expected to run, swim and cycle the varying distances around campus at the competition which commemorates Paul Western, a member of the triathlon club who was tragically killed in a car accident soon before he graduated in 2002.

"Children of all abilities are encouraged to take part," explains club captain Eve Blanshard.

"It's a great event for both novices and promising junior athletes to take part in. If children have never tried anything like this before, it's the perfect opportunity to have a go at the exciting challenge of these three disciplines."

John Lee, managing director for Campina, parent company of YAZOO, sponsors of the event, said: "We're delighted to be sponsoring the event. Taking part in sport is a key contributor to the health of the nation's children, both physically and emotionally; and milk drinks like YAZOO also have a part to play in ensuring we make healthier choices in our lives. We are committed to supporting youth sports in the UK and we hope that everyone has a fantastic day."

For more information please go to www.sport.bham.ac.uk or email bhamunitri@hotmail.com for details.

Ends

Notes to Editors:

Further information:

Lucy Hood - PR, Media and Promotions Officer, University Sport Birmingham

tel: 0121 414 2662/email: l.hood@bham.ac.uk

Further information about YAZOO:

Gemma Oakes – PR Director, Mercieca PR, 10 Greenland Street, London. NW1 0ND

tel: 07815 903 833/email: gemma@mercieca.co.uk

[Privacy](#) | [Legal](#) | [Cookies and cookie policy](#) | [Accessibility](#) | [Site map](#) | [Website feedback](#) | [Charitable information](#)

© University of Birmingham 2015

