

#

# KMDIRONMANCOPENHAGEN

**COPENHAGEN  
CONQUERS IRONMAN**

**MAYOR CRAZY  
ABOUT TRIATHLON**

**YOU CREATE  
THE IRONMAN PARTY  
USING SOCIAL MEDIA HASHTAG**

**FIGHT CANCER:  
WHO IS NUMBER ONE?  
YOU ARE!**

**KMD**  
**IRONMAN**  
COPENHAGEN

PROUDLY PRESENTING

# KMD IRONMAN COPENHAGEN



## "WELCOME TO THE IRONMAN"

This is something that has been a dream to open this race paper with ever since the first triathlons in Copenhagen build on what today is one of the most spectacular IRONMAN events in the world.

### IRONMAN HAWAII QUALIFICATION

First of all KMD IRONMAN Copenhagen will serve as qualification race for the iconic IRONMAN World Championship in Kailua-Kona, Hawaii 2013. 49 athletes will qualify as the fastest athletes in their age group and 1 athlete will go to Hawaii based on his or hers supporting team. It will be a fantastic adventure for everyone.

The international profile for the race will also improve. More international athletes and spectators and IRONMAN

### IMPROVED RACE SETUP

We have spent the summer optimizing and adjusting the whole race setup. Our athletes and spectators will best experience this with the changes to T2 and the finish line. New designs that involve spectators and athletes even more and improve the flow. And then you have the landmark run course which is

supported by over 150.000 spectators giving you the support of a lifetime while you run by some of Copenhagen's biggest cultural landmarks at the Copenhagen Harbor front: The Little Mermaid, Amalienborg Castle (home of Her Majesty The Queen), The Opera House, New Harbor, the museum The Black Diamond and Christiansborg Castle (the Danish parliament).

### # AND SOCIAL MEDIA

All participants tell the story of KMD IRONMAN Copenhagen using the social media hashtag #kmdironmancopenhagen

From the pre race training and preparation, to socializing with your training buddies and teammates to the pasta party and pre race nerves before you stand on the start line, ready to take on the IRONMAN - YOU tell the story of the race and we encourage all of you to take part. All Twitter and Instagram updates hashtagged with

#kmdironmancopenhagen will appear in our social media stream on the website.

When the gun goes off your family and friends create a triathlon party on race day by showing their support while you work hard on the swim-bike-run. They can even send you a personal video greeting via the SAMSUNG athlete boost.

For many of us Hawaii is a fantastic dream just around the corner, but take this advice from someone who has the Hawaii fever himself - the most important race is the one just in front of you.

Welcome to KMD IRONMAN Copenhagen 2013!

**Thomas Veje Olsen,**  
Managing Director, IRONMAN Denmark



PHOTO BY FLEMMING GERNYX

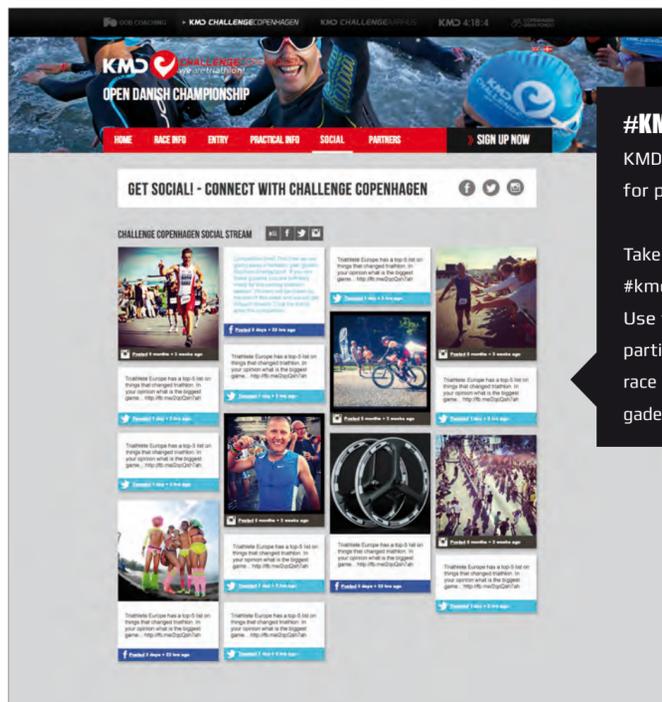
# TELL YOUR STORY #KMDIRON

## HOW TO #KMDIRONMANCOPENHAGEN

With Facebook, Twitter and Instagram your mobile phone offers endless possibilities of sharing adventures and experiences from KMD IRONMAN Copenhagen.

Use #kmdironmancopenhagen on your posts from the event and take part in making the story of KMD IRONMAN Copenhagen 2013 in pictures and text.

Your updates will be published live on [www.kmdironmancopenhagen.com/social](http://www.kmdironmancopenhagen.com/social) and on the big screens at the finish line and Slotsholmsgade.



## #KMDIRONMANCOPENHAGEN

KMD IRONMAN Copenhagen is a wonderland of social media activities for participants and spectators.

Take part in creating the story of KMD IRONMAN Copenhagen by using #kmdironmancopenhagen on Twitter, Facebook and Instagram posts. Use the SAMSUNG application to send personal video greetings to participants on race day, download the free mobile app and follow the race live and get your pictures shown on the big screens at Slotsholmsgade and the finish line.

## SAMSUNG: SEND A PERSONAL VIDEO GREETING

With SAMSUNG, friends and family can send personal video greetings to the athletes. When the athlete passes the timing mat the video greeting will be shown on the big screen near Transition Zone 2.

**Give an athlete a boost!**

The athletes need all the support they can get at KMD IRONMAN COPENHAGEN. Now you have the opportunity to give a friend or family member a boost, when he or she is struggling on the route.

Find the athlete you want to give a boost. Then record a video or write a message, which will be shown on Samsung's big screen, when the athlete passes.

Visit [Facebook.com/SamsungDanmark](http://Facebook.com/SamsungDanmark) and send your greeting.

**How it works**

1. Create a video- or text greeting for the athlete
2. A chip in the athlete's shoe will activate your message
3. The athlete will see your greeting on Samsung's big screen

# MANCOPENHAGEN

## MOBILE APP

### WHERE IS THE START LIST?

Normally you would find the start list for KMD IRONMAN Copenhagen in this race paper, but we think printed start lists are something that belongs to the 20th century.

Instead we urge you to download the KMD IRONMAN mobile app and follow the race online, on Facebook or sign up to receive race updates on SMS/text.

### MOBILE APP

Download the all new KMD IRONMAN mobile app – the perfect tool for you too find your way around the race. Search for "IRONMAN DK" in App Store and Android Market.

### FOR THE ATHLETES

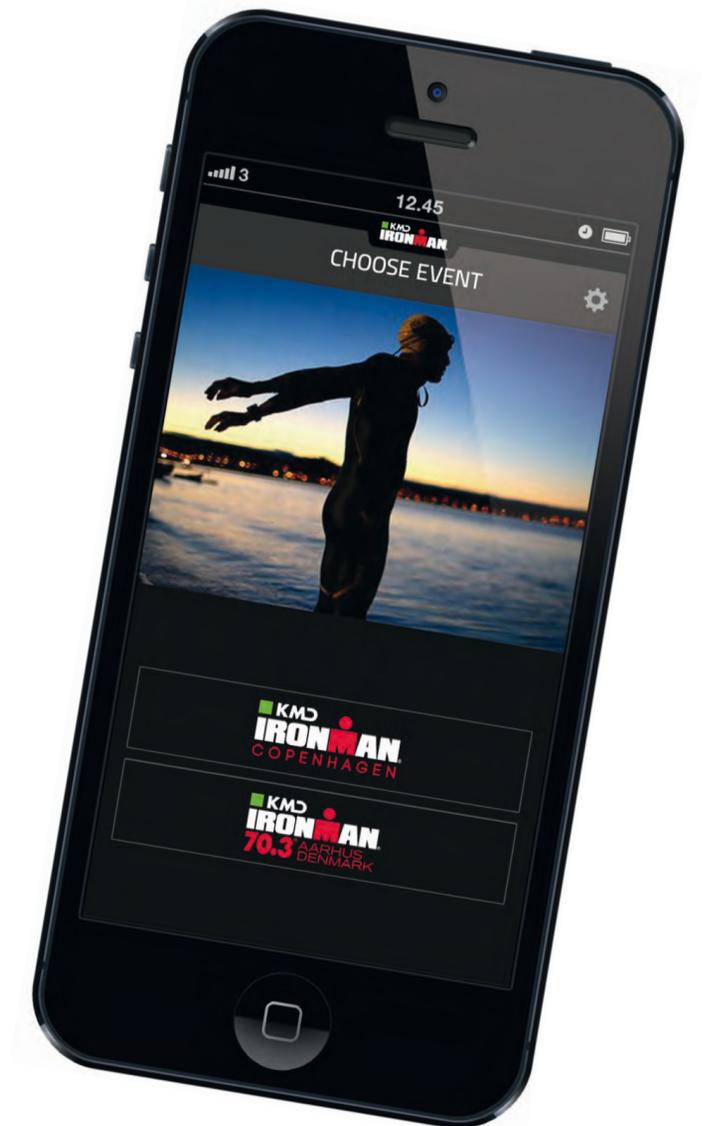
- Time tables
- Important things to remember
- Find your way

### FOR THE SPECTATORS

- Innovative timing solution showing where "your athlete" is on the course
- Guide to hot spots
- Find your way around the courses
- Live race updates from spotters on the courses

### SMS/TEXT SERVICE

Receive the latest splits and timing from your favorite athlete live on your phone! Text "KMD sms [start number]" to 1276 and you will receive all splits and live results throughout the day.



# MAYOR CRAZY ABOUT TRIATHLON

Pia Allerslev is the Mayor of Culture and Leisure in the City of Copenhagen, and she has supported Denmark's greatest triathlon event since the start in 2010. Pia Allerslev welcomes IRONMAN to the city, looks forward to support the race once again and talks about why this event is so important for Copenhagen and why she has started triathlon herself.



PIA ALLERSLEV AT THE KMD 4:18:4 FINISH LINE

PHOTO BY MARTIN PALDAN

BY BRIAN MARTIN RASMUSSEN

## YOU HAVE BEEN PRESENT AT THE RACE THE PAST THREE YEARS. WHAT KIND OF DEVELOPMENT HAVE YOU SEEN IN THESE YEARS?

It has been a fantastic development - from the first year, where most of the spectators didn't know what to expect - till today, where so many Copenhageners follow the race, if they are not participating. In addition the organizers are getting still more professional in making this event outstanding.

## WHAT DOES A BIG SPORT EVENT LIKE KMD IRONMAN COPENHAGEN MEAN TO A MAJOR CITY LIKE COPENHAGEN?

It puts Copenhagen on the map, brings us a lot of new guests and creates that feeling of excitement that we all find so important in a vibrant city. Hopefully the participants and their families will stay here for some extra days - or be back as tourists another time.

## COPENHAGEN IS A BIG AND HISTORIC CAPITAL BUT STILL EMBRACES MAJOR SPORT EVENTS. WHY?

It is important for us as a city to use our public spaces, to give the



PHOTO BY STINE TIDSVILDE

IRONMAN EUROPE CEO THOMAS DIECKHOFF, PIA ALLERSLEV AND IRONMAN CEO ANDREW MESSICK



PIA ALLERSLEV TOOK PART IN KMD 4:18:4 WITH A GROUP OF FRIENDS IN 2012

PHOTO BY MARTIN PALDAN

Copenhageners great events, events they can watch right outside their front door. And it also inspires a lot of people to be more active. They may not participate themselves, but watching fantastic athletes is a great inspiration to do less demanding activities themselves.

## KMD IRONMAN COPENHAGEN IS THE ONLY IRONMAN ORGANIZED IN A CAPITAL. WHAT DOES IT TAKE TO ORGANIZE THESE BIG EVENTS IN A CAPITAL?

Of course it's not without difficulties to shut down parts of the city for a weekend. But as long as we remember to inform our citizens, and try to make things as professional as possible it is really worth it. All it takes is a very professional organization behind the event - and we do have that in YWC Sports!

## YOU HAVE STARTED DOING TRIATHLON YOURSELF. HOW COME?

After handing out medals the past three years to the incredible athletes, I got so inspired. So I did KMD 4:18:4 last year, loved it, and wanted to give myself a bigger challenge. So in June I did the Olympic Distance in Hamburg, and will compete at the Go Epic in Elsinore in September - and hopefully I will be able to do an IRONMAN 70.3 next year. I didn't believe it, when people told me it is like a virus to do your first triathlon - but I must admit, I have got the virus, and, hopefully, it will never leave my body again.

## HOW WAS YOUR EXPERIENCE AT THE KMD 4:18:4 LAST YEAR?

It was fun, easy for everyone to do - and a good way to experience what

triathlon is all about. And I will of course participate again this year - and compete against some of my friends.

## WHAT DO YOU LOOK FORWARD TO IN THIS YEAR'S EVENT?

First of all to stand at the finish line looking at all these great athletes. I know quite a few of the participants this year! Then of course I am very excited to welcome IRONMAN to Copenhagen. We are so proud, that we are now part of the IRONMAN series, and I hope we will all benefit from it.

## YOU WILL TAKE ON THE GO EPIC KRONBORG 1/4 DISTANCE IN SEPTEMBER - WHAT ARE YOUR EXPECTATIONS FOR THIS RACE?

To do it as fast as possible, to improve swimming - and to have fun, challenging myself while I enjoy the beautiful areas around Kronborg.

## WHAT ARE THE KEY ELEMENTS IN TRIATHLON FOR YOU?

Triathlon is for me a great way to combine lots of training, with a very fun, friendly and very social sport. Although people compete, they also help each other.

KOM  
I MÅL

# DEN STØRSTE UDFORDRING

Følg jernmændene med Politiken Motion

Med Politiken Motion kommer du hele vejen rundt om KMD IRONMAN Copenhagen og KMD 4:18:4. Læs optakshistorierne og få gode råd, træningstips, og en masse inspiration til din næste store udfordring – bliv klar til Christiansborg Rundt 31. august.

Med Politiken Motion får du også adgang til rabat på mange motionsbegivenheder og en masse udstyr, så du kan forbedre din næste løbe- eller svømmetur. Besøg fx Løberens 6 butikker i hele landet og få 15% rabat på udstyr eller få 20% rabat på svømmeudstyr fra TYR.

Få ny inspiration til et sjovere motionsliv på [politiken.dk/motion](http://politiken.dk/motion)  
Se også aktuelle motionstilbud på [politiken.dk/plus](http://politiken.dk/plus)

Du får adgang til alle fordelene som abonnent på Politiken.  
Ring på 70 15 01 01 og hør nærmere eller læs mere på [politiken.dk/shop](http://politiken.dk/shop)

Hent  
IRONMAN  
rutekort på  
[politiken.dk/motion](http://politiken.dk/motion)

POLITIKEN **MOTION**

## ”WITHOUT THEM THIS WOULD NOT BE POSSIBLE”

For the KMD IRONMAN events in Denmark the cooperation with the Danish Home Guard is crucial for the settlement of the races. The Danish Home Guard are simply indispensable for the team behind the races.

When the race is on, all the roads where the athletes run or ride are closed for their safety and this is where the Danish Home Guard helps to guide and stop the traffic. Though KMD IRONMAN in Copenhagen and Aarhus is a huge asset for the area around the cities one still has to remember that there is a life besides the event and a lot of people who have to be able to get around during the races.

“In both the planning and the execution of KMD IRONMAN Copenhagen and KMD IRONMAN 70.3 Aarhus we have worked closely with the Danish Home Guard. In this work we have come to know a group of people who are very ambitious

and take great pride in the tasks they face. Without them it wouldn't be possible, it's as simple as that,” says Peter Madsen, Technical Developer of KMD IRONMAN Copenhagen and 70.3 Aarhus.

It's not only in the execution of the races the Danish Home Guard is a part of the KMD IRONMAN series. In 2013 the Danish Home Guard will be joining the races as participants in both the relay competition and the KMD 4:18:4.

“It's a very good opportunity for The Danish Home Guard to be a part of a setup like KMD IRONMAN, because it gives us the possibility to show that we can more than just guide traffic,” says Rita Runager, who is a part of the communication unit in The Danish Home Guard.

“The plan is to have participants in both the KMD 4:18:4 and the relay competition and possibly

also in the full IRONMAN race – all of them will be chosen in the beginning of 2013.”

A large part of the members of The Danish Home Guard already practice sport on a very high level, and it is a welcomed chance for us to show it at the KMD IRONMAN Copenhagen,” Rita Runager says.

*The Danish Home Guard is an organization for people, who – on a voluntary basis – want to take part in the defense and the support of the country. The Home Guard is present all over the country. With its military organization, its command structure, and the means of communication the Home Guard can be activated to support the civilian society in many ways, also during peacetime. This support is related to assistance to the police during national disasters, search-and-rescue operations, etc.*

STILLER DU OP,  
NÅR DET GÆLDER?



Prøv  
udfordringerne  
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I hjemmевærnet kan du blive uddannet til international tjeneste og udsendt til f.eks. Kosovo. Det er bare en af de mange muligheder, du får som frivillig i hjemmевærnet. Vi har brug for kompetente folk, der er klar til en udfordring. Til gengæld giver vi dig en grundig militær uddannelse og nye kompetencer, der også kan bruges i det civile liv.

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Ved at sende en sms giver du din tilladelse til at blive kontaktet med mere information. Venlig hilsen Hjemmевærnet, Kastellet 82, Generalstok, 2100 København Ø.



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# COPENHAGEN CONQUERS IRONMAN

There are two brands in the world that people can have tattooed on their body and still be respected among their peers. One is the Olympic rings for participation in the Olympic Games and the other is the M-dot, symbolizing one of the strongest brands in modern sport, the IRONMAN. For the first time in history, Danish triathletes can now experience the ultimate triathlon dream on home soil.

BY BRIAN MARTIN RASMUSSEN

Over the past few years, IRONMAN has seen huge development with growing global interest and European races selling out quicker than cold soda on a warm summer day. Now the world's strongest brand in mass participation sport events has chosen to base some of its activities in Denmark with the acquisition of YWC Sports and the major triathlon events in its stable.

We asked CEO of IRONMAN Europe, Thomas

Dieckhoff and Thomas Veje Olsen, Managing Director for IRONMAN Denmark, what this means for the athletes as well as the future of the sport in the country.

"It has always been our ambition and our 'reason to be' to create events with huge international appeal in unique locations. With our events in Copenhagen and Aarhus we had the latter with innovative high quality events in the heart of Denmark's two largest cities. However, we lacked the international breakthrough that our events deserved. With the cooperation of IRONMAN

we believe we will achieve just that and attract athletes and their families from all over the world to Copenhagen and Aarhus," Veje Olsen explains.

What is it that makes IRONMAN so special? German, Thomas Dieckhoff, has been in charge of IRONMAN Europe since January 2013 and he has no doubt:

"The myth of Kona and the incredible emotional experience of our races driven by perfect organization, size and athlete friendliness is what makes the IRONMAN brand so special," the IRONMAN Europe CEO says.

## EUROPE CHARGING AHEAD

"The IRONMAN brand is developing excellently in Europe at the moment and virtually all our races are sold out. The feedback on races already concluded shows that athletes love our events. We keep adding more attractive locations and Copenhagen and Aarhus are two examples. IRONMAN has seen tremendous growth driven by the addition of more unique race locations, a higher number of entries per race as well as an international exchange of information to improve the athlete's experience on our courses. Athletes can now benefit from the high operational standards of IRONMAN at any of the events they attend in Europe, but also enjoy the unique local experiences that go with it," Dieckhoff says.

"There is a reason why IRONMAN is such a strong brand. We have had the opportunity to draw from the experience and expertise of IRONMAN in hosting world-class triathlon events to re-evaluate our existing operations. For example, we have completely redesigned T2 and the finish line area to make them both even more spectator and athlete friendly," Veje Olsen adds.



THOMAS DIECKHOFF, CEO IRONMAN EUROPE

PHOTO BY STINE TIDSVILDE



THOMAS DIECKHOFF, CEO IRONMAN EUROPE, THOMAS VEJE OLSEN, MANAGING DIRECTOR, IRONMAN DENMARK AND ANDREW MESSICK, CEO IRONMAN TOGETHER AT IRONMAN FRANKFURT 2013

## COPENHAGEN STARTED TRIATHLON BOOM IN DENMARK

2013 is the inaugural year for IRONMAN in Denmark but in 2010 YWC Sports initiated a major boom in the interest around long distance triathlon in Denmark.

Back in 2009, the team in Copenhagen was instrumental in facilitating the "triathlon boom" in Denmark when Challenge Copenhagen was the first iron distance race in the world held in a capital city and through their innovative use of social media to connect with athletes, long distance triathlon suddenly became the must-do sport in Denmark. According to Veje Olsen, the social media strategy is one of the major benefits that their team offers to IRONMAN and in 2013, there will be an even bigger focus on the use of social and mobile technology - such as the use of the event hashtag #kmdironmancopenhagen - to bring athletes and spectators closer to the event.

"IRONMAN Europe will work with the Copenhagen team to create more awareness around the events. We believe we can bring even more support to an event organisation like the one in Copenhagen which is already so well geared towards the athlete experience, safety and course quality. Copenhagen is a perfect investment for IRONMAN," Dieckhoff says.

## THE DREAM OF KONA CAN COME TRUE IN COPENHAGEN

Participants in Copenhagen will battle both themselves and other age group athletes as they now have the chance to win a slot for the IRONMAN World Championship in Kona, Hawaii in October with 50 slots being awarded to the race.

"Having 50 slots on offer in Copenhagen makes it even more attractive to athletes. You now have the opportunity to race in a spectacular location, with a great course, local crowd and an opportunity to qualify for the ultimate dream in triathlon: to race in Kona," Dieckhoff says.

## GREAT POTENTIAL FOR COPENHAGEN

KMD IRONMAN Copenhagen is held in the heart of Copenhagen - the only IRONMAN in the world to take place in a national capital. This means huge amounts of spectators, racing in historical scenery and a big city atmosphere seldom seen in long distance triathlon.

"Copenhagen is a unique combination of an extremely attractive race course along some fantastic city highlights with incredible enthusiasm from the locals. There are not many cities in Europe which offer that. If we can make the required changes, we can definitely add an additional 1.000 participants to next year's

race, and there is potential to even further improve the experience during the event," says Dieckhoff.

"Nobody understands the magic of Copenhagen until they have experienced it. I cannot wait to show our new friends in IRONMAN, athletes from all over the world and their friends and family why KMD IRONMAN Copenhagen is the new must-do event on the international triathlon calendar," says Veje Olsen.

"150.000 screaming spectators in the streets of Copenhagen tells the story of something very unique that can now expand to reach its full potential."



AT THE PRESS CONFERENCE PRESENTING KMD IRONMAN COPENHAGEN: IRONMAN EUROPE CEO THOMAS DIECKHOFF, MAYOR OF CULTURE AND LEISURE, CITY OF COPENHAGEN PIA ALLERSLEV, IRONMAN CEO ANDREW MESSICK, KMD CEO LARS MONRAD-GYLLING AND MANAGING DIRECTOR IRONMAN DENMARK THOMAS VEJE OLSEN

PHOTO BY STINE TIDSVILDE

# KMD EMPLOYEES LOVE TRIATHLON

**KMD IS ONE OF DENMARK'S LARGEST IT AND SOFTWARE COMPANIES AND KMD EMPLOYEES LOVE TO DO SPORTS AND TO SOCIALIZE WITH COLLEAGUES. SINCE 2011 A NEW SPORT HAS BEEN GROWING IN THE COMPANY THAT HAS OVER 3,000 EMPLOYEES: TRIATHLON. IN 2013 OVER 400 EMPLOYEES WILL COMPETE IN A TRIATHLON EVENT AT VARIOUS DISTANCES, AND AS SPONSOR OF THE EVENTS, KMD HAS ENORMOUS FOCUS ON THE SOCIAL ASPECT. AND EMPLOYEES ON ALL LEVELS IN THE COMPANY LOVE IT.**

BY BRIAN MARTIN RASMUSSEN

Since 2011 the Danish IT giant KMD has been the main sponsor for the triathlon events organized by YWC Sports ranging over distances from 1/10 iron distance - the KMD 4:18:4 - to the half and full IRONMAN events KMD IRONMAN 70.3 Aarhus and KMD IRONMAN Copenhagen. And the past three years the interest in triathlon has grown in KMD. So much that 400 employees took part in the triathlon events in 2012 and KMD expects even more to participate in 2013.

But how come sports - and in particular triathlon - is important in KMD? Because it gives employees the possibility to pursue their dream professionally and personally at the same time. Whether an employee wants to compete as part of a relay team, at the fun triathlon 4:18:4 or the longer events in Aarhus and Copenhagen, KMD offers training for employees in the staff social club and social gatherings after the events.

Meeting across different branches to do sports organized by the staff social club is a long term tradition and for KMD this network between the four different branches with a total of 3000 employees is a key factor.

"In KMD it's important to build a good and social environment, create a wide network across our different branches and to create a work place that people enjoy to be a part of, both professionally, socially and personally. Our employees always highlight 'good colleagues' as a unique part of working at KMD and we can see that more employees take part in the events each year," Louise Petersen, HR Manager, says and notes that triathlon and sports in general is important in a modern work place.

#### Good colleagues are important

"We see that the employees enjoy taking part in these sport events year after year, and it also makes up for a lot of positive conversations at our lunch breaks. A key factor in the success is that it's based on volunteers in the staff social club.

## KMD

Sponsor of the triathlon events KMD IRONMAN Copenhagen, KMD IRONMAN 70.3 Aarhus and KMD 4:18:4

Is one of Denmark's largest IT and software companies

Has over 3,000 employees

Has branches in Denmark's 4 university cities; Copenhagen, Aarhus, Odense and Aalborg

The majority of KMD's business derives from software development, and the company develops and delivers IT solutions for the local government, central government and private markets.

Is owned by Advent International and Sampension

**“KMD has full focus on combining work life with sport and a healthy lifestyle”**



#### Flexibility and a healthy life style

"KMD has full focus on combining work life with sport and a healthy lifestyle and in KMD the employees have the chance to interact on all levels. From the student

worker to the Senior Vice President they take part in sports organized by the staff social club," Louise Petersen, HR Manager, responsible for Employer Branding in KMD says.

KMD provides the facilities but it's the employees that organize it and this connects well with the type of employees we aim to attract," Louise Petersen says.

All employees in KMD are invited to take part. Whether they want to do a relay at the KMD 4:18:4 or the full iron distance event at KMD IRONMAN Copenhagen, KMD employees meet their colleagues across branches, titles and age. On the next page you will meet two of the KMD employees that participate in triathlon:

The 25 year old student worker, Anders, and the 49 year old Senior Vice President, Henrik.



PHOTO BY MARTIN PALDAN

## ANDERS DALSGAARD BONNERUP

25 years old

Studying cand.merc at Aalborg Universitet

Employed in KMD since January 2012 as a student worker in Human Resources

From September 1st he will work in Product Management in Administrative Software Solutions with new and more student relevant assignments

The last 11 months he has put focus on training for KMD IRONMAN Copenhagen

Raced his first half distance race in Aarhus in 2013 and finished in 5 hours and 5 minutes

Training week: 8-10 hours

Works two days a week in KMD Aalborg

Anders Dalsgaard Bonnerup is 25 years old and is a student worker in KMD's Aalborg branch. He used to be a competitive swimmer, has run marathons and has an active lifestyle. Working for KMD he can combine his love for sports with his work, and this a key element in the student's work/life balance.

"When I saw the culture in KMD I was impressed and I think KMD is a very attractive company when you, like me, want to combine a healthy and active life style with professional challenges on different levels in a social context. KMD fulfills my ambitions both in my career and on a personal level by giving me the opportunity to combine an active lifestyle with my work," says Anders Dalsgaard Bonnerup.

#### Goal: To reach the finish line in Copenhagen

"I like the fact that I can talk about my sport with my colleagues because so many are into triathlon too. There is a great buzz about gear, how the training is going, goals for the season etc. and many KMDs, like myself, think triathlon is a great sport because it's so flexible and because you combine three disciplines," the student says and adds the important discussions he has with colleagues at the KMD forum on Facebook where pro triathlete Michelle Vesterby acts an expert.

"Before a race you meet your colleagues across titles and careers. I'm being looked at as an equal part of the staff like anyone else and therefore I think KMD is a company with many perspectives in my career."

"I had a good race in Aarhus and finished the half distance in just over 5 hours. I learned a lot from that race especially on how to get through transition zones and how hard I can bike, where I need to hold back and where I



ANDERS DALSGAARD BONNERUP

PHOTO BY MARTIN PALDAN

can optimize. I had a really good race on the bike where I could push harder than I expected and even though I was tired at the end of the run, I felt that I could have raced even longer that day. This will be my first IRONMAN, and I have never competed at such a long time before. My goal is to finish but my dream is a sub-11 hour performance. I know more about what this race is after Aarhus which was a great stepping stone for KMD IRONMAN Copenhagen," the debutant says.



PHOTO BY MARTIN PALDAN



# NATURAL MOTION AND RASMUS HENNING A WINNING COMBINATION

Danish Triathlete and ECCO ambassador Rasmus Henning not only won the Abu Dhabi International Triathlon on Saturday 3rd of March 2012, but also smashed the course record by 13 minutes, winning in an overall time of 6:21:44. He did so in ECCO BIOM Shoes.

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## HENRIK RASMUSSEN

49 years old

Senior Vice President, Application Management at KMD

Employed in KMD for 2,5 years

Started with triathlon in 2011 (relay in KMD Challenge Aarhus, running the 21,1 km)

Training week: 5-6 hours

Finished the half iron-distance in Aarhus in 2012 in 5 hours and 55 minutes and in 5:31 hours in 2013

Competes in a KMD relay in Copenhagen as the runner (with Søren Risgaard, part of the management and board member John Woyton)

Henrik Rasmussen is the Senior Vice President of Application Management in KMD and has a busy work life. When KMD became sponsor for the triathlon events organized by YWC Sports in 2011, he signed up for a relay team at the half distance event in Aarhus.

"It was a very good experience and I would recommend everyone with an interest in sport to try a relay first to get a good experience and see what it's all about. After the race I wanted to do a half IRONMAN myself and started swim training. I've heard from many that the swim is a hurdle and I wasn't able to swim 25 meters without a break but I still

managed to complete the 1,9 km in Aarhus last year," Henrik Rasmussen says and has an interesting perspective on swim training with his colleagues at KMD.

### Shorter distance from student worker to management

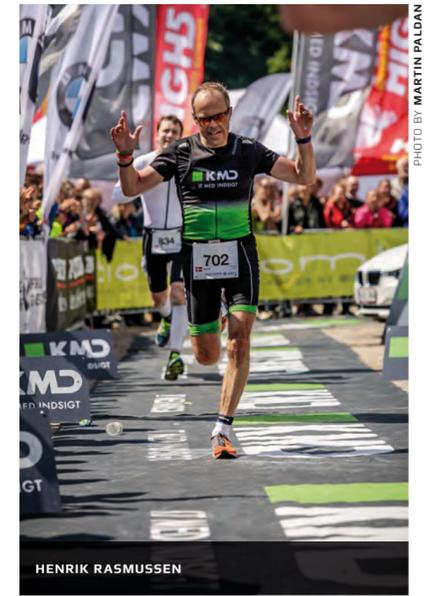
"When I'm at swim practice in Bagsværd at 7 o'clock in the morning we all literally take off the company uniform. During sport activities we are all equal and the tone becomes less formal and this makes for better relations between coworkers. We all network with employees we don't meet otherwise and we can have an equal and open dialogue. I'm a Senior Vice President and it's my obligation to talk to and understand the employees, their potential worries, how they thrive and what they are committed to. The sponsorship of the triathlon events allows this and makes it easier when the space between employees and management is shortened because we interact in another environment."

The sponsorship is in Henrik Rasmussen's opinion not just a sponsorship. It invites the 3,000 employees to participate themselves and take action on both their personal health and their career.

"Often sponsorships are targeted at customers but our focus is on employees and when a company like KMD makes a sponsorship like this, I think it's even more valuable to us all if the employees are committed to it by both participating and organizing the events and thus promoting it," Henrik Rasmussen says.

### Career and sport combined makes for a stronger Vice President

Another important element for Henrik Rasmussen



HENRIK RASMUSSEN

is the active lifestyle he can practice in KMD:

"It's only a benefit to me that I do sports. When doing triathlon I think it teaches me how to handle obstacles and challenges. Doing sports teaches me the ability to reflect on myself, what I do and why, and when you are in a business sometimes you are too much in a hurry to actually sit down and reflect and learn from mistakes or on how to overcome obstacles. The feedback you do in sports is very rewarding and I can use many of the things I've learned through sports in my professional life when things don't go according to plan," Henrik Rasmussen says and adds:

"I wouldn't do triathlon if I didn't work in KMD."



PHOTO BY MARTIN PALDAN



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IRONMAN.  
COPENHAGEN**

Craft er sponsor på KMD IRONMAN Copenhagen.  
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# WHO IS NUMBER ONE? YOU ARE!

World military pentathlon champion **Brian Dåsbjerg**, triathlete and über biker **Allan Steen Olesen** and Le Mans legend **Tom Kristensen** will stand up in the fight against cancer when they put on the Who Is Number One colors and promote awareness to cancer at KMD IRONMAN Copenhagen.



TOM KRISTENSEN AT THE WHO IS NUMBER ONE FUN RUN 2012. THIS IS THE THIRD TIME TOM RACES IN A WIND RELAY TEAM.

PHOTO BY MARTIN PALDAN

BY BRIAN MARTIN RASMUSSEN

Statistics say that every third person in Denmark at some point in their life will get cancer, but many cancer cases can be prevented if we take care of ourselves and live an active and healthy lifestyle. So when people ask: "Who Is Number One in your life?" YOU are! And this is just what these three gentlemen and athletes will promote.

#### Brian Dåsbjerg

"My friend Martin Askholm lost the battle to cancer two years ago. He was a close friend, but also a teammate at the Danish Military Pentathlon Team. We were close to the same age, the same strength and we had lived the same life, but still he got cancer. It proved to me that no one is safe, we can all get cancer. Martin was strong and positive and the last months of his life proved to me how much we shall appreciate every day, but it was extremely hard to see a strong and healthy guy been eaten up in only a few months, so anything that can help to stop this disease is important."

#### Allan Steen Olesen

"It is a fantastic cause that I believe everyone can relate to and get involved in through this project. Almost everyone has lost someone that we loved to cancer and the statistics are shocking, so I am just happy and proud to have the chance to be part of the team and help preventing cancer for a better future. Sports is fantastic to prevent many types of cancer, it is not rocket science, we just have to take better decisions, not only for ourselves, but also our beloved ones, as they will be the ones left behind as the ultimate consequence of this disease. Kick start your positive loop and make an investment in the future by living a healthy and active lifestyle so you can be your own number one."

#### Tom Kristensen

"Who Is Number One (WINO) is a fantastic initiative and a very important project in the battle against this horrific disease. This great campaign focuses on us and that we need to take care of ourselves. Cancer is a disease that touches us all deeply and in some way we have all had cancer close to us. For me it has been very life-affirming to be a part of WINO the last two years and it gets you thinking about your own health and future. We know that some cancer cases can be prevented by taking care of ourselves and live a healthy and active life. Sometimes you need to stop, take yourself serious and pay attention to signals. If something is wrong with our car we take it to the mechanic but often we forget to treat ourselves and Who Is Number One is about paying attention and treat ourselves well."

#### 3,8 KM SWIM

##### Brian Dåsbjerg, 36

- World Military Pentathlon Champion 2010, European Military Pentathlon Champion 2004, 28 x European Cup winner (overall European Cup winner 6 times).
- Has done an iron distance race in 1996 in Rødekro. He was 18 years old finished in 13:17 after not training too much. He went on to dominate the sport of military pentathlon where he has been a key figure the last 10 years.
- Military pentathlon consists of five different exercises: Shooting from 200 meter, precision and rapid-fire, 500 meter obstacle run course with 20 obstacles, 50 meter obstacle swimming with four obstacles, precision and distance throwing and finishing off with an 8 km cross country run.

#### 180 KM BIKE

##### Allan Steen Olesen, 29

- Elite triathlete and great cyclist.
- Participated in a relay in 2011 where he posted a 4:39 ride.
- Is normally a short to middle distance triathlete and has a best of 2:09 bike split from 70.3 Miami.

#### 42,2 KM RUN

##### Tom Kristensen, 46

- Mr Le Mans is a professional race car driver with Audi who won his 9th Le Mans 24h title in June 2013 - adding another title to his standing record. Tom K also has a record 6 Sebring 12h titles.
- Participates in Who Is Number One relay for the third year in a row. Tom Kristensen is a keen cyclist and has done the 180 km bike ride the last two years and will run the marathon, his first, this year. Keeps in shape for his racing season with primarily MTB cycling, road cycling and running.

#### SHOW YOUR SUPPORT

YOU can show your support to the cause by joining the free 5 km Fun Run on August 14, take the Who Is Number One score and invite others to do the same and start hashtagging your Instagram/Twitter/Facebook Who Is Number One updates with:  
**#whoisnumberonedk** - see more at [whoisnumberone.dk](http://whoisnumberone.dk)

# WHO TO WATCH: RELAY TEAMS

## WHO IS NUMBER ONE

Since 2010 many has supported the great voluntary initiative in the fight against cancer, Who Is Number One (whoisnumberone.dk). Many cancer cases can be prevented if you take care of yourself and lead an active and healthy lifestyle. YOU can show your support to the cause by joining the free 5 km Fun Run on August 14, take the Who Is Number One score and invite others to do the same and start hashtagging your Instagram/Twitter/Facebook Who Is Number One updates with #whoisnumberonedk.

This year WINO is supported by two teams that help to promote the message: Who Is Number One? YOU are!

## ATHLETE TEAM

**SWIM** Brian Däsberg, World Military Pentathlon Champion 2010, European Military Pentathlon Champion 2004, 28 x European Cup winner (6 x overall European Cup winner).

**BIKE** Allan Steen Olesen, elite triathlete, participated in a relay in 2011 where he posted a 4:39 ride and has ridden 2:09 in 70.3 Miami.

**RUN** Tom Kristensen, professional race car driver with Audi who won his 9th Le Mans 24h title in June 2013 - adding another title to his standing record.

## TV 2 TEAM

Danish TV 2 has a team of two TV hosts and a swim expert joining WINO.

**SWIM** Mette Jacobsen, former swimmer with 3 World Championships, 7 European Championships and 5 Olympic Games to her credit.

**BIKE** Morten Ankerdal, journalist, commentator and host on TV 2. Will be cycling 180 km for the first time in Copenhagen.

**RUN** Dennis Ritter, journalist, host and Tour de France commentator on TV 2. Has raced the half distance in Aarhus in 2012 and 2013. It will be his first marathon.



PHOTO BY FLEMMING GERNYX

LAST YEAR WHO IS NUMBER ONE CONSISTED OF RASMUS HENNING (FIRST HALF OF THE RUN), TOM KRISTENSEN (THE BIKE), MIKKEL ØRSKOV (LAST HALF OF THE RUN) AND JACOB CARSTENSEN (THE SWIM).

# WHO TO WATCH: RELAY TEAMS

## TWO TEAMS PUT FOCUS ON DIABETES

JDRF is the international leader of the type 1 diabetes (T1D) community and the organization aims to create better treatment for diabetes patients and works to ultimately cure diabetes. JDRF support diabetes research through the promotion of research projects and fundraising. The purpose with the two KMD IRONMAN Copenhagen relay teams are to create attention to JDRF in a positive and active way. One team consist of Danish Olympic sports stars and they will have a crack at winning the relay event and the other team consist of Type 1 diabetics.

## JDRF ALL STAR TEAM

**SWIM** Olympic swimmer Daniel Skaaning (swam a relay time of 42:42 minutes in Copenhagen 2012)

**BIKE** 5 times Olympic Medalist (3 time Olympic champion) and 6 times World Champion, lightweight rower Eskild Ebbesen

**RUN** Olympic marathon runner Jesper Faurschou who has a marathon PR of 2:16:15.

## JDRF TYPE 1

**SWIM** Josefin Palmén

**BIKE** Guido van Gucht

**RUN** Søren Kruse Lilleøre

## TEAM TVILLING (TEAM TWIN)

Peder and Steen Mondrup are twins and was born in 1980 - three months early and they only weighed 1200 grams each. At birth Peder didn't get enough oxygen and as a spastic he has been in a wheelchair his entire life. This hasn't stopped the twin brothers, and they ran a half marathon together this spring. Peder in a specially designed race wheelchair and Steen pushing it. Now they compete at a relay team in KMD IRONMAN Copenhagen. Why? To put focus on handicapped people and wheelchair users. Peder has lived a great life even though he has been in a wheelchair because he made a choice: Not to be a victim but to see options. Not to be restricted by his wheelchair but to live life as he wanted to. When Peder and Steen ran the half marathon a few months back he felt like a regular participant and not 'a guy in a wheelchair' and they want to show the World that you have a choice to live a great life even though you are in a wheelchair.

See more at [teamtvilling.dk](http://teamtvilling.dk) and give a cheer for Team Tvilling on race day.

**SWIM** Anne Marie Nobel

**BIKE** Pernille Nordmann Farup-Hansen

**RUN** Steen and Peder Mondrup



PHOTO BY LARS MOLLER

ESKILD EBBESEN (RIGHT), THE DANISH ROWING LEGEND WITH 5 OLYMPIC MEDALS (3 GOLD AND 2 BRONZE), WILL TAKE ON THE BIKE WITH OLYMPIAN SWIMMER DANIEL SKAANING DOING THE SWIM AND OLYMPIC MARATHONER JESPER FAURSCOU RUNNING.



PHOTO BY MIKKEL M BEISNER

TWINS PEDER AND STEEN MONDRUP WILL TAKE ON THE MARATHON TOGETHER.

# WHO TO WATCH

MALE PRO, INTERNATIONAL

- KEEGAN WILLIAMS**  
New Zealand (2nd in 2010, 4th in 2012)
- DEJAN PATRCEVIC**  
Croatia (3rd in 2011)
- EGOITZ ZALAKAIN ERBITI**  
Spain (6th in 2011)
- CHRIS GOODFELLOW**  
Great Britain (8th in 2012)



PHOTO BY PAUL PHILLIPS

PHOTO BY FLEMMING GERNYX



MALE PRO, DANISH

- ESBEN HOVGAARD**  
(5th in 2011)
- ANDREAS BORCH**  
(10 i Challenge Roth 2010)
- JACOB FRANDSEN**  
(6th in 2012)
- HENRIK HYLDELUND**  
(2nd Danish half championships 2013)



PHOTO BY MARTIN PALDAN

FEMALE PRO

**LISBETH KRISTENSEN** Denmark (2nd in 2012)

## AGE GROUPERS

ARGENTINA

**PABLO URETA**

Has qualified for IRONMAN Hawaii 9 times and is going for his 10th Hawaii-qualification anniversary in Copenhagen. His best result in Hawaii is an AG 9th place. He has competed in Hawaii in 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2008 and 2009.

DENMARK

**CECILIE MATHORNE**

Finished 7th overall and best age grouper in Aarhus 2013, will be her first IRONMAN race. Cecilie has only been doing triathlon for one year, but comes from a swimming background.

DENMARK

**MARIANNE HÜCHE**

Broke her back in a car accident 23 years ago and now walks and runs with a crutch as her left leg is partially paralyzed. With her trusted crutch she has run 5 marathons (2 this year), raced the half distance in Aarhus in 2013, and will now take on the biggest race of them all, KMD IRONMAN Copenhagen. After her accident he started to put on weight and topped at 137 kilos but decided loose weight and now she weighs around 50 kilos and is feeling great. In September Marianne will race at the World Para Triathlon Championships in London after winning a sprint race in Hamburg in July.



PHOTO BY MARATHON-PHOTOS.COM



PHOTO BY PRIVATE

DENMARK

**FOUR BROTHERS WITH HAWAII AMBITIONS**

The four Lawaetz brothers Thomas, Martin, Anders and Jonathan Lawaetz all participate in KMD IRONMAN Copenhagen and all four brothers have ambitions of a Hawaii slot. They compete in three different age groups. Oh, and mother Birgit is doing a relay (bike) while father, Lars, might participate in a relay too.



Vi sikrer ruten, så  
atleterne kan stå distancen  
til IRONMAN Copenhagen

VI STILLER OP

HJEMMEVÆRNET



# Go Epic THE PERFECT LATE

Round up the 2013 season in perfect conditions with Go Epic Kronborg 1/2 & 1/4.

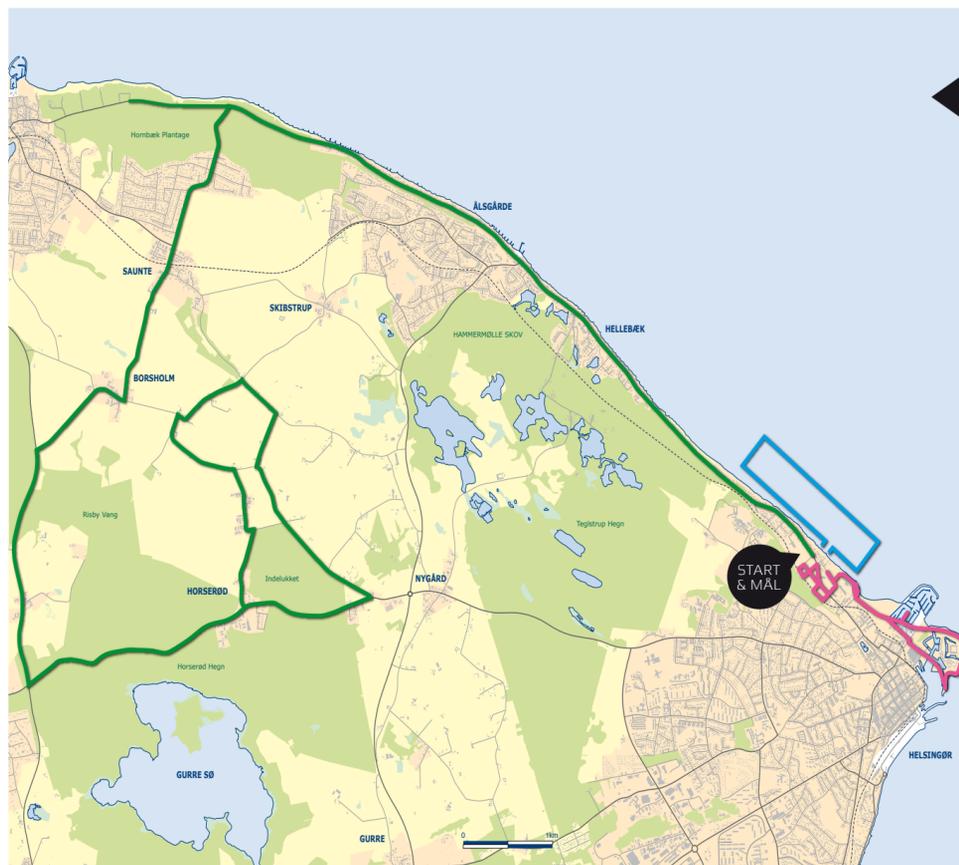
Located in the most beautiful and historic location in Helsingør, 50 km north of Copenhagen, Go Epic Kronborg offers the perfect conditions for a fast late season race.

## GO EPIC KRONBORG

SEPTEMBER 7TH 2013

1/4 (950/45/10,5) > **SOLD OUT**

1/2 (1900/90/21,1) > SIGN UP AT [WWW.GOEPIC.DK](http://WWW.GOEPIC.DK)



- HIGH QUALITY SETUP
- CLOSED ROADS
- FLAT AND FAST COURSE
- LIVE TIMING
- 1 LOOP SWIM
- 2 LOOP BIKE COURSE WITH MIX OF OCEAN SIDE AND COUNTRY SIDE
- 3 LOOP RUN COURSE AROUND BEAUTIFUL KRONBORG CASTLE
- OPERATED UNDER RULES FROM THE DANISH TRIATHLON FEDERATION

SWIM BIKE RUN

# SEASON RACE



PHOTO BY FLEMING GERNYX

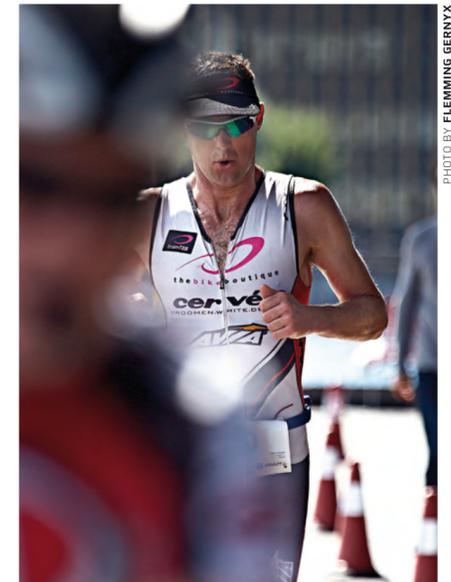


PHOTO BY FLEMING GERNYX



PHOTO BY FLEMING GERNYX



# HOSTING WINNERS

## YOUR SPORT OUR PASSION

In Denmark we are passionate about hosting international sports events. We have the experience and the partners to stage a successful event. We recognize the importance of adding value to an event and its owner, and we always strive to do our utmost to exceed the expectations of all stakeholders. Your sport - our passion. Visit [sporteventdenmark.com](http://sporteventdenmark.com) 🇩🇰

SPORT EVENT  
DENMARK

# "HOW TO" AT KMD IRONMAN COPENHAGEN

## In the envelope you will find

1 swim cap · 1 timing chip · 1 sheet with number stickers · 1 start number

### Blue BIKE bag sticker

The bag sticker must be attached to your blue bag. The blue bag is your BIKE bag. You need this in T1 at the transition from swim to bike. All athletes must check-in the blue bike bag Saturday with your bike.

### Red RUN bag sticker

The bag sticker must be attached to your red bag. The red bag is your RUN bag. You need this in T2 at the transition from bike to run. All athletes must check-in the red run bag on Saturday at Amager Strandpark.

### White AFTER RACE bag sticker

The bag sticker must be attached to your white AFTER RACE bag. You need the white bag for your clothes, etc. after the race. The white bag must be checked in on race morning at the swim start.

### Swim cap

The swim cap is personal and indicates the colour of your start group. The swim cap MUST be worn during the entire swim. You are allowed to wear a second swim cap UNDER the race swim cap.

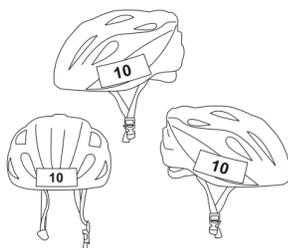
### Timing chip

The timing chip is personal and vital for your race. You must fasten the timing chip with a velcro strap around your ankle before the swim, and leave it on until you finish the race.



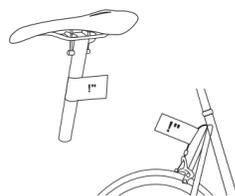
### Helmet sticker

The three helmet sticker must all be attached to your helmet. 1 on the left side. 1 on the front, and 1 on the right side. It is mandatory to wear all stickers.



### Bike sticker

The bike sticker must be visible from both sides, on the bike break cable or at the seat post. It is mandatory to wear the bike sticker.



### Wristband

The athlete's wristband is your proof of being a KMD IRONMAN Copenhagen athlete. The wristband will give you free access to the Pasta Party and allow you access to all athletes' areas. The wristband must be worn at all time during the race and the days leading up to it.

### Start number

The start number must be worn at the front on the marathon (you don't need to wear the start number during the bike section of the race). The number is not to be worn during the swim. Attach the number with safety pins or in a race number belt. Start numbers for single age-group starters is white, red for relay teams and gold for the pro athletes.

GROUP 1	7.00	SWIM CAP - GOLD	PRO
GROUP 2	7.05	SWIM CAP - PINK	AG WOMEN*
GROUP 3	7.15	SWIM CAP - WHITE	AG MEN 35-39
GROUP 4	7.25	SWIM CAP - LIGHT BLUE	AG MEN 40-44
GROUP 5	7.35	SWIM CAP - RED	AG MEN 30-34
GROUP 6	7.45	SWIM CAP - BLUE	AG MEN 18-29**
GROUP 7	7.55	SWIM CAP - LIGHT GREEN	AG MEN 45-49
GROUP 8	8.05	SWIM CAP - PURPLE	AG MEN 50-80****
GROUP 9	8.15	SWIM CAP - YELLOW	RELAY

**GOOD LUCK** We, the team behind KMD IRONMAN Copenhagen, wish you all the best in your race on Sunday, and we are looking forward to place the KMD IRONMAN Copenhagen medal around your neck after crossing the finish line.

\* ALL AGE GROUPS, WOMEN  
\*\* AGE GROUPS M18-24 AND M25-29  
\*\*\* AGE GROUPS M50-54, M55-59, M60-64, M65-69, M70-74, M75-79 AND M80+

# TIME SCHEDULE

## WEDNESDAY AUGUST 14TH

**18:00 - 19:00** Who is Number One 5 km Fun Run from DGI Byen Hotel  
Free participation and support the fight against cancer

## THURSDAY AUGUST 15TH

**12:00 - 20:00** Triathlon expo at Rådhuspladsen (Copenhagen City Hall Square)  
**12:00 - 20:00** Athlete registration at Rådhuspladsen (Copenhagen City Hall Square)  
**18:00 - 22:00** KMD 4:18:4 Copenhagen at Amager Strandpark

## FRIDAY AUGUST 16TH

**10:00 - 20:00** Triathlon expo at Rådhuspladsen  
**10:00 - 20:00** Athlete registration at Rådhuspladsen  
**13:00 - 14:00** Race briefing – international at Copenhagen City Hall  
**14:00 - 15:00** Race briefing 1 – in Danish at Copenhagen City Hall (#1-1100)  
**15:00 - 16:00** Race briefing 2 – in Danish at Copenhagen City Hall (#1101-2500)  
**16:00 - 16:30** Race briefing – Pro athletes at Copenhagen City Hall  
**17:00 - 20:00** Pasta Party at Øksnehallen, right next to DGI Byen Hotel  
**18:00 - 22:00** KMD 4:18:4 Copenhagen at Amager Strandpark

## SATURDAY AUGUST 17TH

**08:00 - 13:00** KMD 4:18:4 Copenhagen at Amager Strandpark  
**10:00 - 15:00** Triathlon expo at Rådhuspladsen  
**10:00 - 13:00** Athlete registration at Rådhuspladsen  
**14:00 - 15:30** Bike Check-in, athlete #1 to #750 at Amager Strandpark  
**15:30 - 17:00** Bike Check-in, athlete #751 to #1500 at Amager Strandpark  
**17:00 - 18:30** Bike Check-in, athlete #1501 to #3000+ at Amager Strandpark

## SUNDAY AUGUST 18TH, RACE DAY

**05:00** Endurance Sport T1 opens for athletes at Amager Strandpark  
**07:00** Race start, professional/elite athletes at Amager Strandpark  
**07:05** Race start, all female age groups  
**07:15 - 08:05** Race start, age group athletes in 10 minute intervals  
**08:15** Race start, relay teams  
Approx. **15:10** Arrival of the race winner, Christiansborg Slotsplads  
Approx. **16:00** Arrival of the female race winner, Christiansborg Slotsplads  
**23:00** Last finisher, finish line party, Christiansborg Slotsplads

## MONDAY AUGUST 19TH

**11:00 - 14:00** Award Ceremony and Kona Slot Allocation at Forsamlingshuset (DGI Byen)

# HOT SPOTS

## SPECTATOR GUIDE: WHERE TO SEE KMD IRONMAN COPENHAGEN

### WHERE DO YOU SEE KMD IRONMAN COPENHAGEN - AND HOW DO YOU GET THERE?

With the great location in the centre of a capital and a very well developed infrastructure of public transportation it is easy to get around to experience KMD IRONMAN Copenhagen. The big advantage of KMD IRONMAN Copenhagen is the amazing opportunity to follow the race using the Metro and the S-trains directly to the hot spots around the courses.

#### SWIM AMAGER BEACH PARK

"Don't you just love the smell of neoprene in the morning?"

Experience the intense and special atmosphere before the start of an Iron-distance triathlon. The tension in the air is so deep you can almost cut through it.

Take the metro to Amager Strandpark where the first wave goes off at 7.00. The swim can be experienced both from the starting line at the end of Jollevvej while the bridges over the lagoon is also fantastic spectator hot spots.

**How to get there:** Take the Metro M2 towards "Lufthavnen" and get off at "Amager Strand"

**Timing:** 7.00-10.30

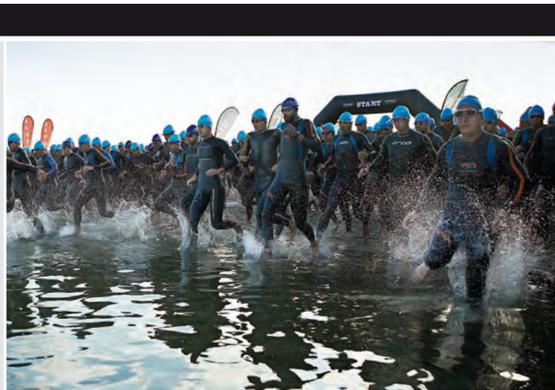


PHOTO BY FLEMMING GERNYX

#### BIKE COURSE NORTHERN ZEALAND

After swimming, it is easy to jump on the Metro and S-Trains to one of the many hot spots on the bike course. Here are a few of the obvious where the S-train stations are within walking distance.

##### GEELS BAKKE IN HOLTE

Finish line for the UCI World Championships Cycling 2011 - this is where the party happens!

Rudersdal Municipality and our fantastic volunteers from the swim club Sigma Northzealand have organized speakers, DJs and incredible atmosphere for the absolute peak of the bike course.

**How to get there:** Take S-train line B or E to "Holte"

**Timing:** 9.00-16.30

##### LYNGBY HOVEDGADE

The cobblestones through Lyngby take the participants down in speed and the beautiful avenue is an elegant setting for the participants' struggle against themselves. Spectators can experience the participants from first packet and grab a lunch from one of the cafés at the same time.

**How to get there:** Take S-train line B or E to "Lyngby"

**Timing:** 9.00-16.30



PHOTO BY FLEMMING GERNYX

# HOT SPOTS

### USE PUBLIC TRANSPORTATION

We advice all spectators to use public transportation to get around - many roads are closed and the metro and S-train takes you straight to the action!

#### ECCO BIOM RUN COURSE COPENHAGEN

After seeing the participants on the bike course you can easily make it back to the run course to see the athletes in transition zone 2.

The run course is one of the absolute highlights of KMD IRONMAN Copenhagen. More than 150,000 spectators in recent years make the run course second to none.

**How to get there:** Take the Metro to M1/M2 "Kongens Nytorv"

##### CRAFT T2 NATIONAL BANK / HAVNEGADE

The first spectator hot spot of the Ecco Biom run course is located at the National Bank, where the participants get off their bikes and slip into their running shoes. The spectacular transition from 180 km biking to 42,2 km running attracts many spectators all asking with the same question: "How can the participants do this?"

##### SLOTSHOLMSGADE

The area in front of the old Stock Exchange and the turning point for the run course is a focal point for spectators. Here you can follow the participant's as they run out to yet another loop or finish their struggles and run towards the finish line.

##### OTHER HOT SPOTS ON THE RUN COURSE

**Amalienborg Castle / Amalie Kaj** - One of the most beautiful locations on the run course. Smile and wave, the queen might look out here window.  
**Little Mermaid** - Historical location on the run course  
**The Black Diamond / Christians Brygge** - Old meets new at the harbor front.

**How to get there:** Take the Metro M1/M2 to "Kongens Nytorv"

**Timing:** 12.00-23.00



PHOTO BY MARTIN PALDAN

#### FINISH LINE: CHRISTIANSBORG CASTLE

Redemption! Here participants can finally see the end to long hours of struggle and hardships.

Family members and friends are ready to take courage in the final meters and the DJ and speakers guides the athletes all the way to the finish line.

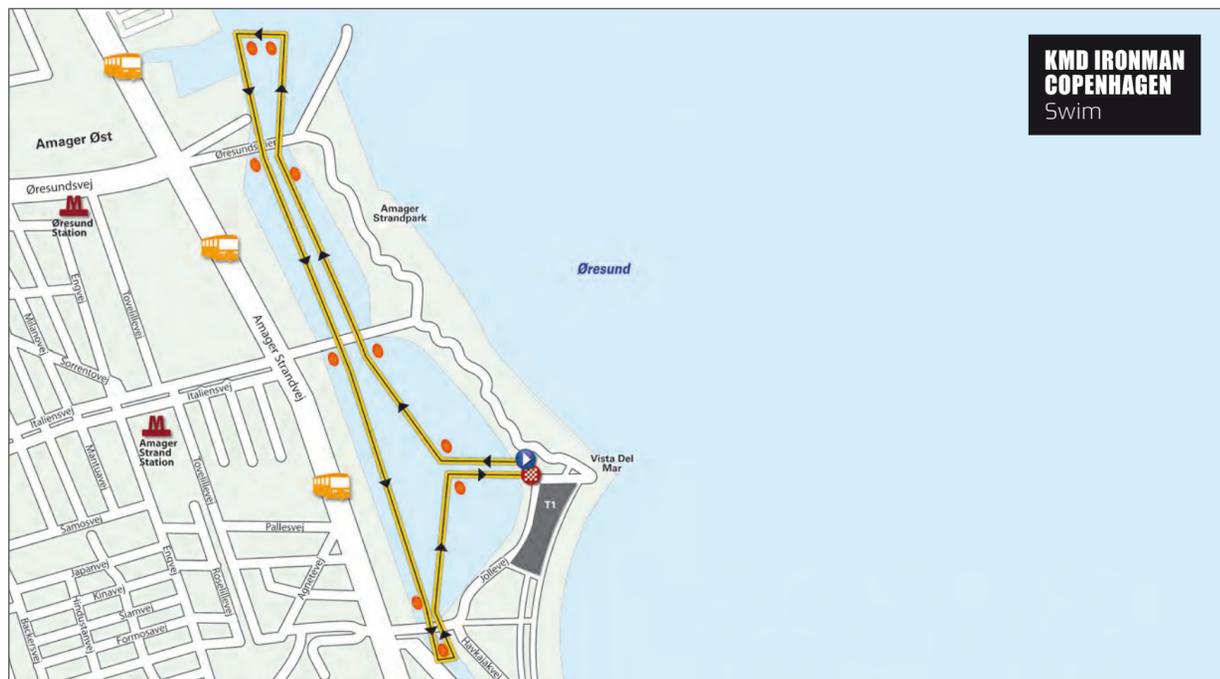
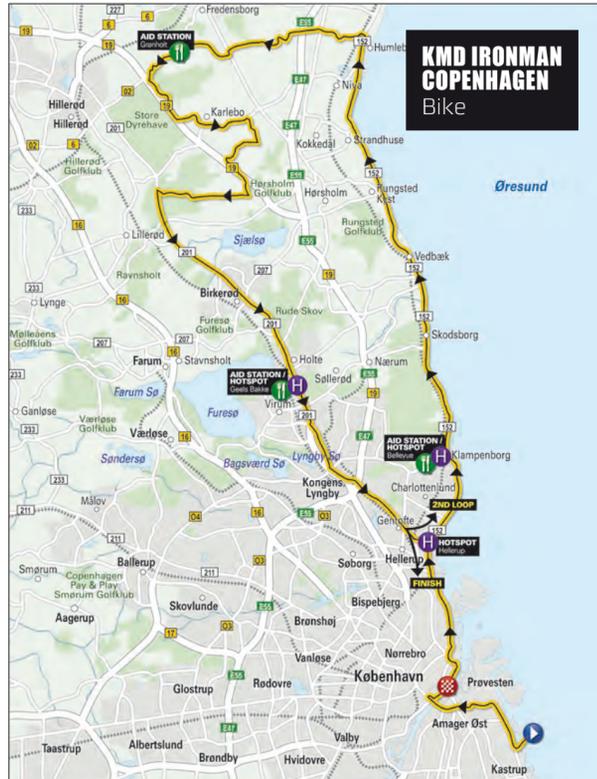
Christiansborg Palace is setting for one of the most spectacular finish lines in triathlon.

Be there - it is an absolute must to finalize a great day with triathlon!

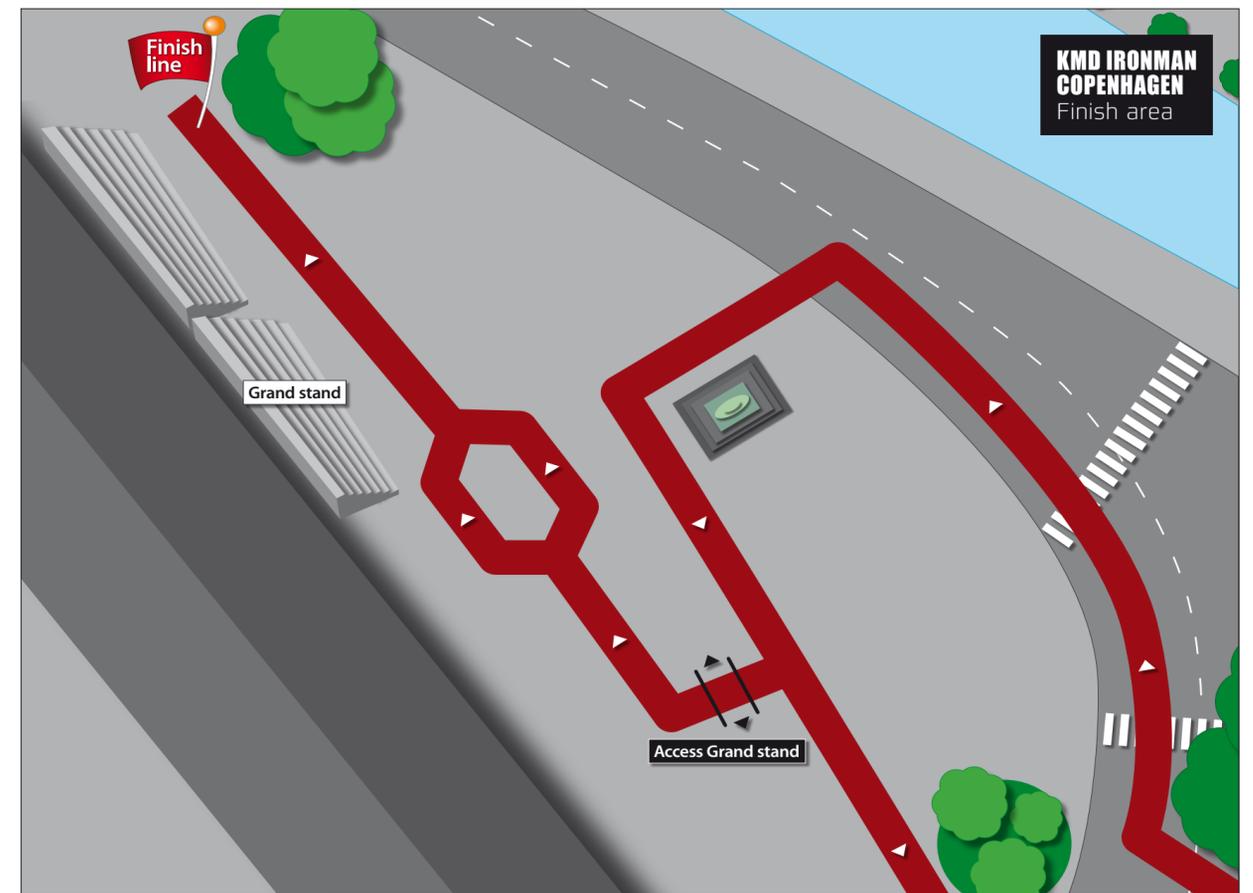


PHOTO BY FLEMMING GERNYX

# COURSES



# COURSES



# Vi skaber it-løsninger, der er med til at sikre den danske velfærd

## Er du også glad for dit arbejde?



Se film om Lorem Ipsum

### GØR KARRIERE FOR IT-DANMARK

KMD er en stor dansk-baseret it-virksomhed, der løser opgaver for danske virksomheder og det danske velfærdssamfund. F.eks. har vi skabt et system, der gør det lettere for kommunerne at opdage socialt bedrageri. Vi er mere end 3.000 medarbejdere, og på trods af en travl hverdag, har vi altid tid til at høre fra dygtige folk med store ambitioner, der har lyst til at gøre karriere for it-Danmark.

Mød os på [kmd.dk](http://kmd.dk)

 **KMD**  
IT MED INDSIGT