



# Media Release

30 August 2017

## **JT powering Super League Triathlon**

JT is the official Technology Partner for a world-class triathlon event being held in Jersey next month.

50 of the world's leading male and female triathletes, including 25 Olympians from around the world, will compete in Jersey, British Isles, for the Super League Triathlon crown on Saturday 23 and Sunday 24 September.

The line-up will include the UK's Jonny Brownlee, Mario Mola Diaz from Spain, South Africa's Richard Murray, three-time Olympian Flora Duffy from Bermuda, and Jersey's own Dan Halksworth.

The two days of intense competition will be televised and streamed around the globe. JT is providing technical support, mobile communications and super-fast internet access to the broadcast team and race organisers. JT has pedigree in this area: two years ago, the company was Technology Partner to the successful 2015 Island Games in Jersey, providing the technology to make the Games the most connected in its history.

Graeme Millar, Chief Executive Officer of JT, said: "A world-class event needs world-class infrastructure, which JT is well placed to provide. Because of our investment in our mobile and fibre networks, a significant sporting roadshow like the Super League Triathlon can arrive in the Island and broadcast to millions of people with relative ease.

"The St Helier Waterfront is a perfect backdrop for this weekend of intense competition and I'm sure the whole Island will get behind it. I'm pleased that JT can play its part in showcasing Jersey to the world."

Super League Triathlon founder Micheal D'Hulst said: "One of the reasons why Jersey is a perfect venue for this action-packed event is not only because of its striking beauty but also because of its fantastic infrastructure. From an outsider's perspective, it's incredible to think that such a small island can have mobile and broadband networks that put much larger jurisdictions to shame. JT's can-do attitude has been invaluable and has given us huge confidence in the Island. We're already planning on coming back."

**ENDS**



# Media Release

Issued by Julien Morel at Direct Input. Telephone 01534 735253 or email [julien@directinput.je](mailto:julien@directinput.je) for more information.

## **Notes to Editors**

Super League Triathlon aims to bring mainstream attention to triathlon and move the sport into the 'big league' of sport entertainment. Athletes compete in a series of rounds which incorporate the three disciplines of triathlon over short 'super-sprint' distances.