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OFFICIAL SPECTATOR GUIDE

2017 Subaru IRONMAN® Canada and Subaru IRONMAN 70.3® Canada



A rider on the bike course at the Whistler Subaru IRONMAN® Canada.

PHOTO: COURTESY IRONMAN CANADA

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A message from the race director



Once again, the communities of Whistler and Pemberton provide a spectacular backdrop for this treasured event. From the snow-capped peaks to the lush green valleys, the Sea to Sky corridor is the perfect setting for you to cross the finish line and hear those iconic words, "You are an IRONMAN!"

PHOTO BY LIZ CULLEN

Please join me in thanking the Province of British Columbia, the Resort Municipality of Whistler, the Village of Pemberton and the Squamish Lillooet Regional District for their ongoing support in hosting this event. It's been a team effort, and without their help it would not be the success it is today.

I'd also like to give a special thanks to Subaru whose efforts make it possible for this event to be broadcast across Canada. What better place to show off their range of vehicles than in beautiful British Columbia?

Most of all, I'd like to thank our dedicated staff and volunteers. From long before the event starts to well after it finishes, their tireless efforts make the experience truly memorable. They are with you every step of the way and their dedication in helping you reach your goal should not be underestimated. Please take a moment to thank a volunteer while you are here.

You've come a long way to get here, overcome many challenges in the process, and no matter what obstacles lie in front of you on race day, just remember one thing:

ANYTHING IS POSSIBLE!

I'll see you at the finish line.

Christine Cogger
Race Director,
Subaru IRONMAN Canada





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Looking down on the Pemberton Valley.

PHOTO: SHUTTERSTOCK.COM

FEATURE

Come for the Subaru IRONMAN Canada, return for the adventures

WHISTLER AND PEMBERTON OFFER A LONG LIST OF ACTIVITIES FOR TOURISTS

By ALYSSA NOEL

Some visitors might come to Whistler and Pemberton in July solely to cheer on the athletes competing in the Subaru IRONMAN Canada, but after they get a taste of all the Sea to Sky corridor has to offer, they're often lured back for more.

Below you'll find some of the best ways to spend your time in both Whistler and Pemberton.

Pemberton

TAKE A HIKE

Whether you're looking for an accessible, family friendly stroll or a more challenging climb, Pemberton has it all. Near the entrance to town, Nairn Falls offers a short, scenic walk (bank for about an hour) next to the roaring Green River to a breathtaking waterfall. Further down the highway you'll find a more challenging trail

at Joffre Lakes Provincial Park. There's a reason this route has become so popular: with three stunning, emerald lakes, this trail takes you to the jaw-dropping alpine in just a couple hours. With a little research, hikers can find dozens of awe-inspiring trails, all just a short drive from town.



Nairn Falls.

PHOTO: SHUTTERSTOCK.COM

HIT THE HOT SPRINGS

If you're looking to relax and reconnect with nature look no further than the natural hot springs around Pemberton. The Skookumchuck Hot Springs is closer to town down In-Shuck-Ch Forest Service Road with man-made pools of various sizes scattered throughout the site. Venture further down that same road and you'll come to the Sloquet Hot Springs, which feature natural pools next to a raging river. Both have campgrounds near the pools and either will leave you feeling rejuvenated.

CONNECT TO FARMING

As Subaru IRONMAN Canada athletes will tell you, Pemberton Meadows Road offers one of the most unbelievable views around. Experience it for yourself during the annual Slow Food Cycle (this year taking place on Aug. 20), during which hundreds of cyclists peddle down the road and stop at participating farms to taste their vegetables and take in some of the entertainment on site. If you can't make it to that event, catch the Pemberton Farmers' Market in the Downtown Community Barn every Friday afternoon through the summer. And, of course, if you'd like to work for your treats, North Arm Farm offers berry picking with the towering Mount Currie in the background.

HOP ON A HORSE

Interested in exploring trails on four legs rather than two?

Pemberton offers the unique opportunity to travel through the valley on horseback. Local companies offer everything from an afternoon ride to multi-day adventures with one common thread: you'll be blown away by the utter beauty the area offers.

Need some more suggestions?

Pick up a free copy of *Pemberton Visitors' Guide* from the Pemberton Visitor Centre and multiple locations around town for more on Pemberton.



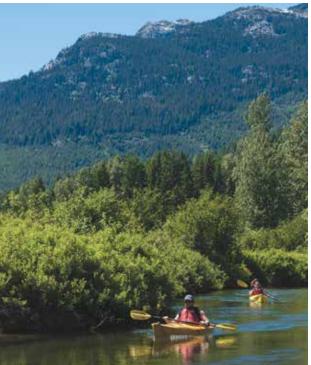
WHY NOT TONIGHT?

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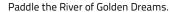




PHOTO: MIKE CRANE / TOURISM WHISTLER

PHOTO: JUSTA JESKOVA / TOURISM WHISTLER

Whistler

EXPLORE THE VALLEY TRAIL

While you might have caught a glimpse of Whistler's Valley Trail during Subaru IRONMAN Canada's running portion, you probably didn't know that it actually spans 40 km throughout the valley. For a perfect afternoon, rent a bike, pack a picnic and go on a "lake hop," visiting Rainbow Park, Lakeside Park and Alpha Lake Park.

PADDLE YOUR CARES AWAY

The River of Golden Dreams might attract throngs of floaters each summer, but several local companies offer the opportunity to paddle the picturesque waterway in a canoe or kayak. If you're looking for something more relaxed, you can also head to Alta Lake to try stand up paddleboarding. That increasingly popular sport allows you to paddle on flat water at your own pace. On the other end of the spectrum, adrenaline-junkies can get their fix on a whitewater rafting trip — with help from some knowledgeable guides, of course.

TAKE A TOUR

Whistler boasts a wide variety of adventure tour companies for tourists who'd like to get off the beaten track and try something new. An ATV or side-by-side tour will take you up into the mountains on four wheels, ziplining will bring you soaring over the forest and — to tap into an emerging sport — e-bikes offer you a little assistance while exploring local trails.

HEAD UP THE MOUNTAIN

Riding the Peak 2 Peak gondola that connects Whistler and Blackcomb Mountains might be one of the most popular activities to do in the summer — for a good reason. The trip offers breathtaking views of the town below and earns you bragging rights for riding the world's highest — and longest unsupported span — lift of its kind in the world. Once you're on the mountaintop, you can enjoy access to some of the most stunning alpine hiking trails around.

GET CULTURED

Whistler might be best known for its outdoor offerings, but it's also home to some top-notch museums. A must-see is the Audain Art Museum — which features B.C. and First Nations artists, including the largest private collection of Emily Carr paintings — which recently celebrated its one-year anniversary. Not far from that museum is the Squamish Lil'wat Cultural Centre where you can learn more about the Indigenous people who have called this area home for thousands of years. For a more recent history of Whistler, you can also visit the Whistler Museum.

Need some more suggestions?

Pick up a free copy of *FAQ Whistler* from dozens of locations around town for even more ideas on how to make your trip memorable.



An innovative approach to bear safety

By ALYSSA NOEL



PHOTO: MIKE CRANE / TOURISM WHISTLER

Spotting a bear feasting on grass, lazily strolling through the forest or caring for its cubs is often a special treat for visitors to Whistler. But one place you don't want to see one of these furry creatures? On the Subaru IRONMAN Canada course.

Enter the Wind River Bear Institute. The organization has been busy at work this summer, helping reduce the likelihood of bears on racecourses ranging from the Whistler Half Marathon to Tough Mudder.

"You have bears around Lost Lake and they're used to people, but with a race you have person after person going through," said Lori Homstol, a human-bear conflict specialist with the institute. "Sometimes they have a hard time dealing with that depending on their situation."

Their approach works like this: after learning about the event from the organizers, the institute's biologists devise a plan in which they travel the racecourse the day before the race to see if their specially trained dogs can pick up a bear's scent. "Sometimes they find a carcass or garbage and can figure out why the bear was around so we can remove (the attractant)," Homstol said.

That process allows the team to pinpoint hot spots of bear activity to revisit on race day. After another sweep of the course on the big day, they'll monitor those locations and if a bear is found, the dogs help them use noise deterrents to scare them

If a bear is spotted during the race they can also help estimate where it might later turn up on the route. "There's no 100 per cent guarantee," Homstol said. "But it's stepping up the bear response to prevent something bad from happening and to try and deal with something before it escalates."

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Subaru IRONMAN Canada adds events to attract athletes of all levels

ON THE HEELS OF INTRODUCING THE SUBARU IRONMAN 70.3, ORGANIZERS LAUNCH FRIENDS AND FAMILY 5 K

By ALYSSA NOEL

It's no secret that participating in the Subaru IRONMAN Canada can seem intimidating.

That's why organizers have added a much less daunting event to the slate of race weekend activities this year: the Whistler Friends and Family 5 K run, open to everyone. "We can joke it's like the very first step to your IRONMAN," said Christine Cogger, race director of IRONMAN, with a laugh. "The idea was to make something everybody could take part in — families of spectators, volunteers, locals. That was the purpose; to make it more inclusive."

That event is set to take place on Saturday, July 29 — the day before the big event — at 10 a.m. with a course through Lost Lake and the Village. The race is in addition to the Subaru IRONKIDS Fun Run, which will take place at 9 a.m.

On top of the run, there's another major change this year: instead of watching some of the world's top male triathletes battle it out on the challenging Whistler course, spectators will get to watch the women's pro field compete.

"It's a somewhat new initiative to split the pro field," Cogger said.
"The men compete this year in Lake Placid and the women in
Whistler. Last year it was the opposite."

It can also be encouraging for amateur participants to know they're competing on the exact same course as their professional counterparts, she added. (Though the pros start their swim about 10 minutes earlier than the regular racers.)

"They can really relate to each other. We have the pro panel and the pros tend to be at the expo. They're accessible to everybody. There aren't a lot of sports where the pros really mingle with everyone else," she said.

That includes the growing number of athletes competing in the Subaru IRONMAN 70.3, which launched last year. Organizers noted that three times the number of people have signed up for that distance compared to its inaugural year.

"We're anticipating a busy race day," Cogger said. "It worked well merging (the 70.3 athletes) with the full distance athletes. It's a great opportunity for people to test the course and test themselves: 'maybe this year I'll do the 70.3 and work up to the full IRONMAN the following year."



PHOTO: MIKE CRANE / TOURISM WHISTLER

The other growing contingent of IRONMAN competitors is locals. "This year when I looked at the registration numbers I noticed a sizeable number of local athletes," Cogger added. "It'd be awesome to have locals come out and cheer on their own."

The course, meanwhile, remains the same this year with athletes swimming in Alta Lake, riding from the Callaghan to Pemberton Meadows Road and running a marathon with a course that weaves throughout Whistler.

"Definitely we don't have the easiest course on the circuit," Cogger said. "People who sign up for this race are up for the challenge. Our bike is hilly, our run is deceptively difficult; people sometimes think it's a flat course, but it's a rolling course. But you cannot beat the scenery we offer the athletes."

FEATURE

Spectator Guide





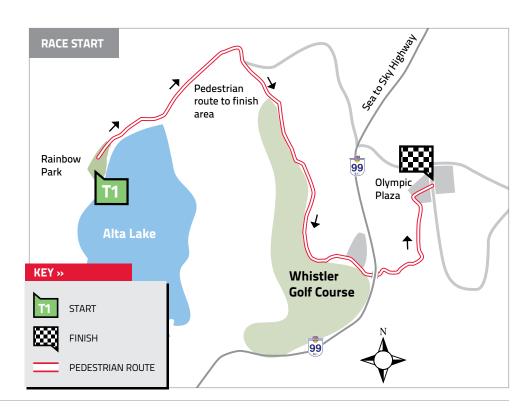
PHOTO: JUSTA JESKOVA / TOURISM WHISTLER

This quick-reference **Spectator Course Guide** will help you plan your day to make sure you sample the atmosphere at some of the race's best viewing spots.

IMPORTANT INFORMATION

Safe Pedestrian Route:

If you are planning to view the IRONMAN® Canada race, start at Rainbow Park. Please note the following recommended pedestrian route to return to Whistler Village and the race finish area.







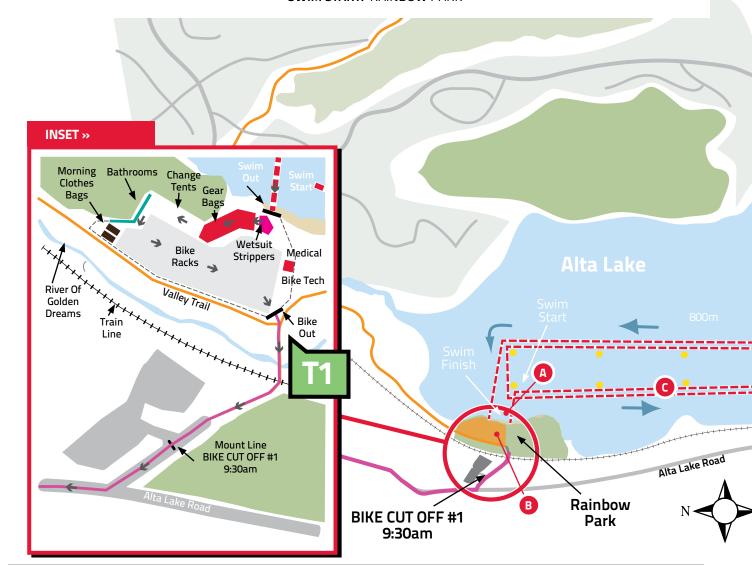


3.8 KM / 2 LOOPS

- Self-seeded rolling start
- Remain in water for second lap
- Pro women start: 6:40 a.m.
- Pro men start: 6:45 a.m.
- Age group start: 6:50 a.m.
- Swim cut off: 2 hr 20 mins
- Bike cut off #1: 9:30 a.m.



SWIM START: RAINBOW PARK



The swim course launches from the clean, shallow waters of Alta Lake at Rainbow Park. Average water temperature in late July is 19 to 22°C (67 to 72°F).



IMPORTANT »

As of 2016, IRONMAN Canada now features a self-seeded rolling start. Athletes will enter the water in a continuous stream through a controlled access point as they enter the water, similar to how running road races are started. An athlete's time will start when they cross timing mats under the arch.

- No parking at Rainbow Park during bike check-in or on race day.
- Shuttles will run from LOT 4 during the following times: Saturday - 9:30 a.m. to 2:30 p.m.; Sunday -4:30 a.m. to 6:45 a.m.

1.9 KM / 1 LOOP

- Self-seeded rolling start
- Age group start: 8:45 a.m.
- Swim cut off: 1 hr 10 mins
- Bike cut off #1: 10:20 a.m.
- All athletes must be in transition by 7:00 a.m.



PHOTO: COURTESY IRONMAN CANADA

SWIMMERS ON COURSE: RAINBOW PARK

PHOTO: COURTESY IRONMAN CANADA

BIKE START: RAINBOW PARK

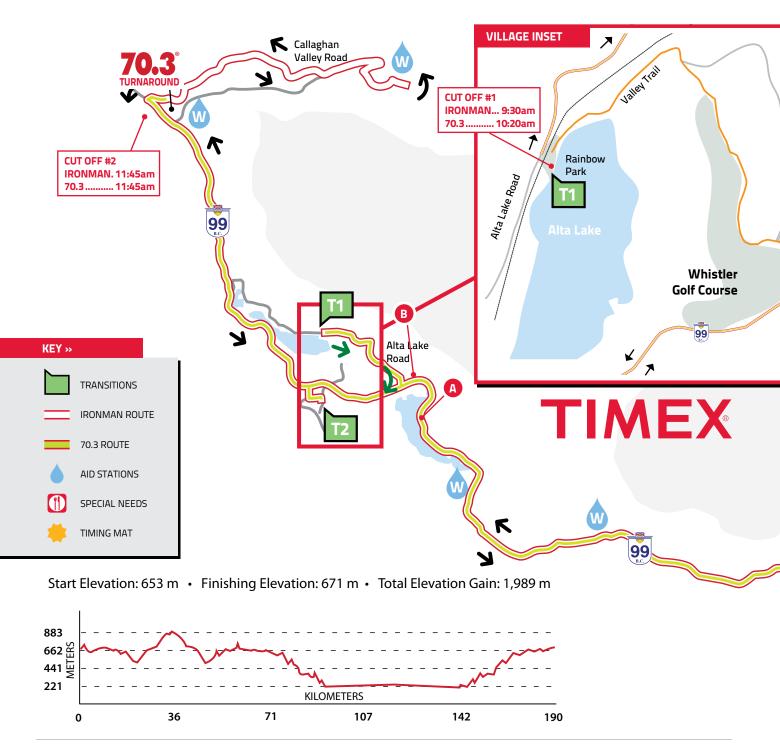
Train Tracks



180 KM / 112 MI

IRONMAN CANADA Athletes will enjoy a lakeside transition before starting a one-loop, 180km (112mi) bike course. Athletes will travel south on the Seato-Sky Highway before climbing into the Callaghan Valley, site of the Nordic skiing events during the 2010 Olympic and Paralympic Winter Games. After

descending back to the highway, athletes pass through Whistler on their way north to Pemberton. An out-and-back section allows athletes breathtakingly beautiful views of glaciated peaks, while racing on a completely flat section of road. Athletes then return to Whistler via the Sea-to-Sky Highway.





90 KM / 56 MI

IRONMAN CANADA 70.3 Athletes will enjoy a lakeside transition before starting a one-loop, 90km (56mi) bike course. Athletes will travel south on the Sea-to-Sky Highway before climbing a short distance into the Callaghan Valley, site of the Nordic skiing events during the 2010 Olympic and

Paralympic Winter Games. After descending back to the highway, athletes will pass through Whistler on their way north to a designated turn-around point at Rutherford Creek. Athletes will then return to Whistler via the Sea-to-Sky Highway.

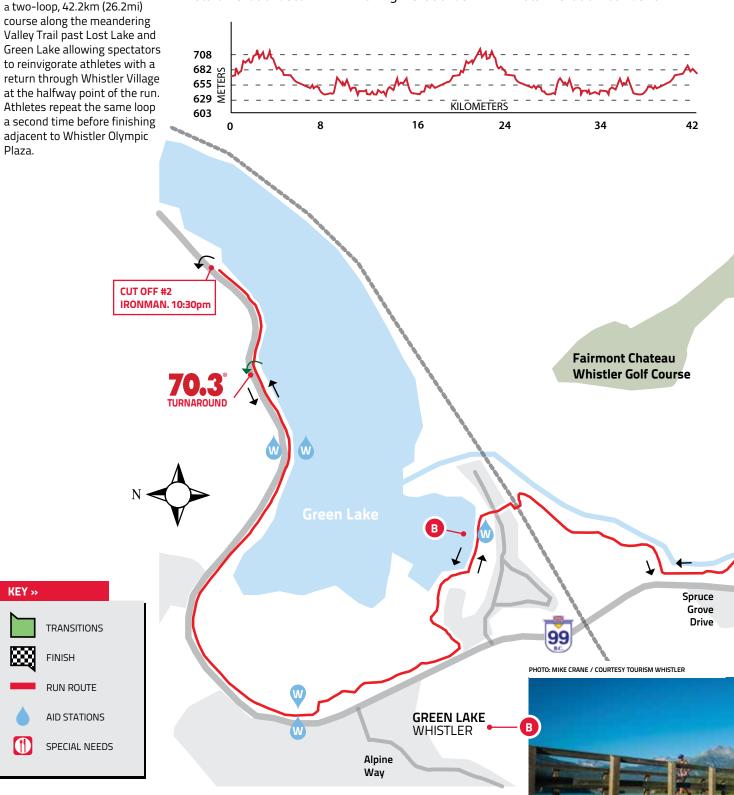




42.2 KM / 2 LOOPS

IRONMAN CANADA Athletes run a two-loop, 42.2km (26.2mi)

Start Elevation: 669 m • Finishing Elevation: 672 m • Total Elevation Gain: 316 m

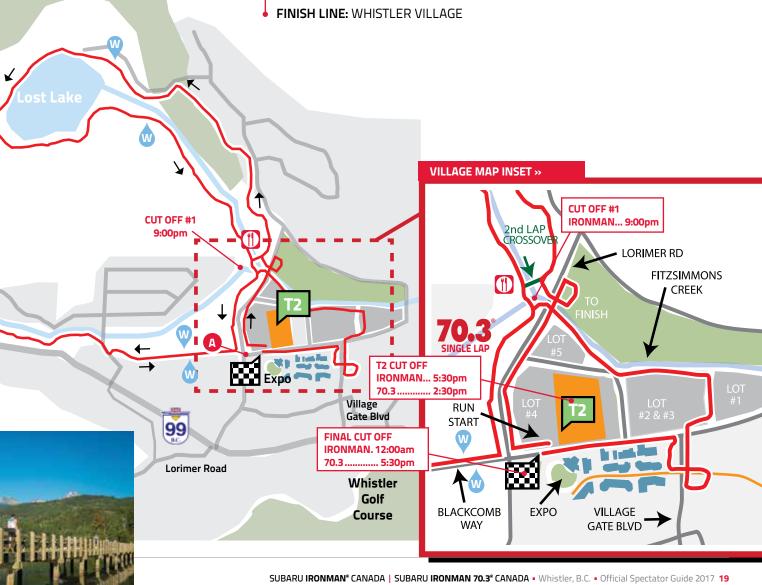






21.1 KM / 1 LOOP

IRONMAN CANADA 70.3 Athletes run a one-loop, 21.1km (13.1mi) course along the meandering Valley Trail past Lost Lake and famous Green Lake. Spectators are able to reinvigorate athletes as they return through Whistler Village before finishing adjacent to Whistler Olympic Plaza on Blackcomb Way.



Traffic Impact Guide

The 35th Annual Subaru IRONMAN® Canada will take place in Whistler, the Callaghan Valley and the Pemberton Valley on **Sunday, July 30, 2017**.

Whistler

This chart outlines the traffic pattern changes on Hwy 99 and throughout the Whistler area during the event week.

EVENT WEEK, MONDAY, JULY 24 TO SUNDAY, JULY 30, 2017

Street Impacted	Closed From	Closed To	Time Closed	Time Open
Blackcomb Way West	Village Gate Blvd.	Lorimer Road	July 28 @ 8:00 a.m.	July 31 @ 8:00 a.m.
Alta Lake Road	Nita Lake Drive	Buckhorn Drive	July 29 @ 9:00 a.m.	July 29 @ 2:30 p.m.

EVENT DAY, SUNDAY, JULY 30, 2017

Street Impacted	Closed From	Closed To	Time Closed	Time Open
Alta Lake Road	Nita Lake Drive	Buckhorn Drive	4:00 a.m.	11:00 a.m.
Rainbow Drive	Buckhorn Drive	Alpine Way	7:00 a.m.	11:00 a.m.
Alpine Way	Rainbow Drive	Hwy 99	7:00 a.m.	11:00 a.m.
Hwy 99 Southbound	Portage Road (Pemberton)	Alpine Way	7:00 a.m.	5:30 p.m.
Hwy 99 Southbound	Alpine Way	Callaghan Valley Road	7:00 a.m.	1:00 p.m.
Callaghan Valley Road	Hwy 99	Whistler Olympic Park	7:00 a.m.	noon
Hwy 99 Northbound	Alpine Way	Portage Road (Pemberton)	8:45 a.m.	1:30 p.m.
Blackcomb Way West	Lorimer Road	Nancy Green Drive	11:00 a.m.	11:30 p.m.
Gateway Drive	Whistler Way	Village Gate Blvd.	11:00 a.m.	5:30 p.m.
Village Gate Blvd.	Gateway Drive	Blackcomb Way	11:00 a.m.	midnight
Hwy 99 (access from west side)	Alpine Way	Whistler Cay Drive	1:00 p.m.	5:30 p.m.

TRAVELLING SOUTH - TO WHISTLER:

- Vehicles travelling southbound on Hwy 99 from Pemberton, should arrive at their destination in Whistler before 7:00 a.m.
- From 7:00 a.m. to 10:15 a.m., vehicles will be able to travel on Hwy 99 southbound from Pemberton; however closures will be in place at Alpine Way (Whistler).

TRAVELLING SOUTH - FROM WHISTLER:

- Vehicles travelling southbound on Hwy 99 will be able to leave all areas of Whistler before 7:00 a.m. and should pass Callaghan Valley Road before 8:00 a.m.
- Vehicles on the west side of Hwy 99 will be able to access Hwy 99 via Blueberry Drive and Alta Lake Road (Tamarisk) after 1:00 p.m.

TRAVELLING NORTH - FROM WHISTLER:

- Vehicles travelling on Hwy 99 to Pemberton and further north should pass Alpine Way before 8:45 a.m or after 1:30 p.m.
- Vehicles on the west side of Hwy 99 will be able to access Hwy 99 via Blueberry Drive or Alta Lake Road (Tamarisk) after 1:00 p.m.

TRAVELLING NORTH - TO WHISTLER:

- Vehicles will be able to travel northbound on Hwy 99 to Whistler throughout the event, up to Alpine Way.
- From 7:00 a.m. to 12:30 p.m. there will be no left turns allowed off Hwy 99 between Callaghan Valley Road and Blueberry Drive.
- From 7:00 a.m. to 5:30 p.m. there will be no left turns allowed off Hwy 99 between Whistler Cay Drive and Emerald Drive.

VALLEY TRAIL USAGE:

The Valley Trail will be open; however the run course will use some sections of the Valley Trail.



To ensure safety for everyone, Subaru IRONMAN® Canada will require traffic pattern changes throughout the day and drivers may experience some significant delays due to various road closures.



Pemberton

This chart outlines the traffic pattern changes on Highway 99 and throughout the Pemberton area on event day.

EVENT DAY, SUNDAY JULY 30, 2017

Street Impacted	Closed From	Closed To	Time Closed	Time Open
Highway 99 Northbound	Alpine Way (Whistler)	Portage Road (Pemberton)	8:45 a.m.	1:30 p.m.
Pemberton Downtown Area	Highway 99 / Portage Road	Pemberton Meadows Road/ Pemberton Farm Road	9:30 a.m.	2:00 p.m.
Pemberton Meadows Road	Pemberton Meadows Road/ Pemberton Farm Road	Pemberton Meadows Road (end of paved road)	9:30 a.m.	3:00 p.m.
Pemberton Meadows Road	Pemberton Meadows Road (end of paved road)	Pemberton Meadows Road/ Pemberton Farm Road	10:30 a.m.	3:30 p.m.
Pemberton Downtown Area	Pemberton Meadows Road/ Pemberton Farm Road	Highway 99 / Portage Road	10:30 a.m.	4:00 p.m.
Highway 99 Southbound	Portage Road (Pemberton)	Alpine Way (Whistler)	10:30 a.m.	4:30 p.m.

TRAVELLING NORTH - FROM WHISTLER:

- Vehicles travelling northbound on Hwy 99 to Pemberton and further north, should pass Portage Road before 9:30 a.m.
- From 9:30 a.m. to 2:00 p.m. Pemberton downtown access will be limited to the east side of the train line.

TRAVELLING SOUTH - TO WHISTLER:

- Vehicles travelling southbound on Hwy 99 from Pemberton should arrive at their destination in Whistler before 7:00 a.m.
- After 4:30 p.m. vehicles will be able to travel south on Hwy 99 from Portage Road. Expect some slow moving southbound traffic while the bike course is cleared.

PEDESTRIAN AND BICYCLE TRAFFIC:

 Pedestrians and bicycles will be able to travel in and out of downtown Pemberton.

ACCESS TO PEMBERTON HEALTH CENTRE:

- Access to the Pemberton Health Centre will be maintained all day via a one-way loop lane (Portage Road, Aspen Boulevard, Oak Street, Urdal Road, Hemlock Street, Harrow Road and Hwy 99).
- Access will also be available from Pemberton Farm Road and Collins Road via temporary opening of Urdal Road and the Hemlock Road gate, with a detour through The Glen.

Thank You for your cooperation.



Together we can create a successful event day for all.

For more information about Subaru IRONMAN Canada and Subaru IRONMAN 70.3 Canada please visit:

www.ironman.ca



Strong field to grace Sea to Sky

2015 CHAMPION DANIELLE MACK HIGHLIGHTS ENTRIES

By **DAN FALLOON**

A number of the top female triathletes from around the world are coming to Whistler and Pemberton for the 2017 edition of Subaru IRONMAN Canada. Here's a look at three women who have a strong chance of being the first to run across the finish line on Blackcomb Way on July 30.



PHOTO BY DAN FALLOON



HOTO SUBMITTE



PHOTO SUBMITTED

Danielle Mack

Returning as the defending champion has its perks, though 30-year-old Danielle Mack acknowledges plenty has changed since her 2015 victory.

Though the Boulder, Colo. resident added a third IRONMAN triumph in Taiwan in 2016, she's battled some health issues in recent seasons. Still, she's eager to get back to a course with a number of happy memories.

"I love Whistler. It is one of my absolute favourite courses. (With) the volunteers and everyone who comes out and cheers is just spectacular, so just to come out and be on the course is magical, and then to defend my title is always a bonus. Hopefully it just goes really great. I'm very excited," she said.

Calling her Subaru IRONMAN Canada win an "absolutely massive" highlight in her career, Mack recalled battling through some less-than-prime weather to take the title.

Said Mack: "It was really cold and rainy the year that I won, which I believe was a benefit for me because I love hard courses. It's another reason why I love Canada because there's a lot of climbing on the bike, it's not super flat, and so the greater the challenge, I think it's more intriguing and more fun. Being able to overcome the rain and the cold and staying mentally focused was the biggest feat that day."

Rachel Joyce

Rachel Joyce has been able to find victory in a number of different locales across the globe.

After winning full IRONMANs in Boulder (2017), Cozumel (2013), Texas (2013), and Lanzarote (2011) and 70.3s in Kansas and Muskoka (both 2012), the 38-year-old hopes she's able to do it again at Subaru IRONMAN Canada.

"I'm really excited about it. Whistler has been on our wish list of places to go for quite a long time. Brett (Hedges), my partner is a snowboarder, so he probably thought he'd be going in winter," Joyce, the 2011 International Triathlon Union long-course world champion said.

The U.K. native, who now lives in Colorado, said she should be well prepared for the stiff test the Sea to Sky corridor will provide to her and her fellow competitors.

"It looks like a stunning course and really challenging, which is what I like in an IRONMAN course," she said. "It looks like it's a course where it (keeps you) super honest because you're either climbing or you're descending by the looks of things. I like the fact that everyone is going to be working really hard on the bike, and then the run isn't going to be easy, either. There's a little elevation."

Linsey Corbin

Though she's tasted victory a number of times in her career, Linsey Corbin is getting a little thirsty for her next victory.

The 36-year-old Bend, Ore. resident has five full IRONMAN titles in her belt, but none since winning in Austria in 2014 to go alongside wins in Los Cabos (earlier in 2014), Austria in 2012, Arizona in 2012 and Coeur d'Alene in 2010. Corbin also has 70.3 victories from Mont Tremblant (2013), Hawaii (2012) and Pucon (2011).

Corbin is thrilled her schedule finally allows her to make the trip across the border and into the Coast Mountains.

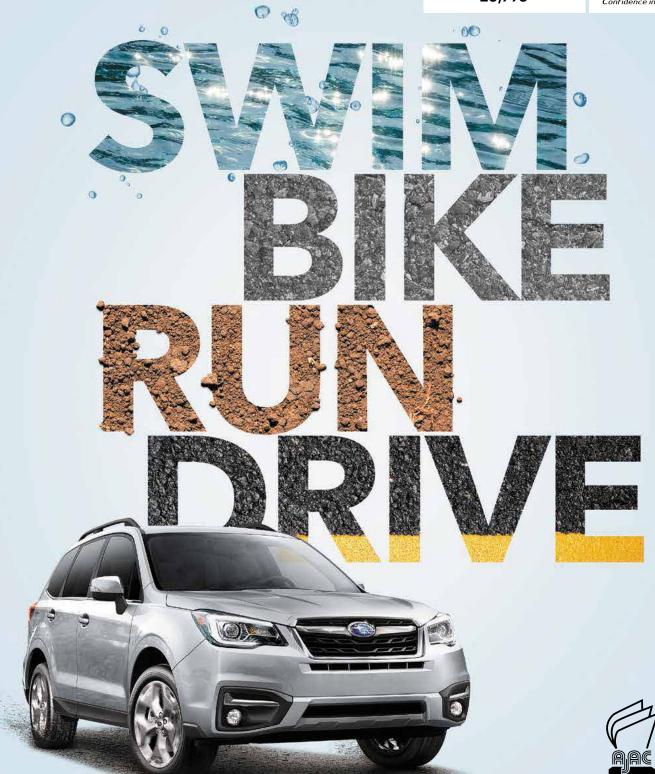
"I've never been to Whistler, but I'm very excited because I've heard nothing but great things. This will be my first visit and it's been a bucket list race for me since I heard about it and it hasn't worked out in previous years," she said.

After missing 2015 to an "injury sabbatical," Corbin said she has a new appreciation for the ability to compete. She's also excited for the rockier terrain in these parts.

"I've heard it's really challenging, which is a bit of the allure for me. I tend to be a stronger cyclist and for some reason, the last few IRONMANs I've done have been flat and fast. A more strength-based course suits my strengths, so that's why IRONMAN in Whistler has been on my radar," she said.

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