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Big Sky Country Welcomes Full-Distance IRONMAN Triathlon; Inaugural IRONMAN Montana, Great Falls Set to Debut in 2027

– Inaugural IRONMAN Montana, Great Falls triathlon scheduled to take place on August 15, 2027

– General registration to open on October 29, 2026, at www.ironman.com/races/im-montana.

GREAT FALLS, Mont. / TAMPA, Fla. (Oct. 21, 2026) – IRONMAN, the global leader in long-distance triathlon, announced today the addition of the new full-distance IRONMAN® Montana triathlon to the global IRONMAN circuit debuting on August 15, 2027. Bringing one of the world's premier endurance brands to the heart of Big Sky Country, the inaugural event will offer athletes a one-of-a-kind racing experience surrounded by the sweeping landscapes, legendary waterways, and rugged outdoor beauty that define Montana.

Located along the Missouri River in central Montana, Great Falls offers an ideal backdrop for an IRONMAN event and an opportunity for athletes to experience the authentic spirit of the American West. Known as "The Electric City" and "Montana's Basecamp for Art & Adventure," Great Falls combines wide-open spaces and rich Western heritage with a welcoming downtown and abundant outdoor recreation. With the support of Great Falls Montana Tourism, the City of Great Falls, and regional partners, the new event will welcome athletes, families, and spectators from around the world while generating visitation, overnight stays, and economic impact throughout the region.

"Montana represents the type of destination that makes the IRONMAN journey so special, and we couldn't be more excited to bring our next full-distance IRONMAN race to this truly special area of the country," said Tim Brosious, Regional Director for IRONMAN. "From the Missouri River and expansive prairie landscapes to the incredible views toward the Rocky Mountain Front, this course will give athletes an opportunity to experience Big Sky Country in a truly unique way. Great Falls has an authentic sense of adventure and a welcoming community that aligns incredibly well with the IRONMAN spirit. We are proud to work alongside the City of Great Falls and our regional partners to bring this event to life and look forward to welcoming athletes from around the world to Montana."

"Great Falls was built by tenacious people with a deep connection to the land, and anyone who takes on a 2.4-mile swim, a 112-mile ride, and a full marathon in a day is exactly our kind of person," said Rebecca Engum, Executive Director, Great Falls Montana Tourism. "We worked to bring this race here because it puts our community among only ten places in North America to host an event at this level — a source of pride for our residents and an opportunity to generate significant economic impact for our community. We can't wait to welcome these athletes and their families to the river, the plains, and the mountains that make this place worth the miles

"We're excited to welcome IRONMAN to Great Falls, and I want to thank the IRONMAN team for choosing our community to host Montana's first full-distance event," said Cory Reeves, Mayor, City of Great Falls. "This is a big deal for our city and a great opportunity to show people from around the world what makes Great Falls special. I know our community will welcome these athletes and their families with open arms, and I'm looking forward to seeing the Electric City come together for this incredible event."

Situated along the Missouri River in Cascade County, Great Falls sits approximately 3,300 feet above sea level amid the rolling plains and rugged landscapes of central Montana just 60 miles from the Rocky Mountain Front. The city is home to five waterfalls along the Missouri River, including the famed Great Falls, which were encountered by the Lewis and Clark Expedition in 1805. Distinct from the waterfalls are five hydroelectric dams that helped earn Great Falls its nickname, "The Electric City." With access to fishing, hiking, wildlife viewing, trails, public lands, museums, and Western history, Great Falls provides athletes and their supporters plenty of opportunities to turn race weekend into a broader Montana adventure.

Great Falls is served by Great Falls International Airport and is located approximately 90 miles from Helena. The city also provides a gateway for visitors looking to explore more of Big Sky Country, with Glacier National Park approximately less than three hours away by car and Yellowstone National Park roughly four hours away.

About the Course: The 2027 IRONMAN Montana triathlon will showcase the landscapes and outdoor character that make the region unique. Athletes will begin their 140.6-mile journey with a 2.4-mile, single-loop swim in the legendary Missouri River. From transition, athletes will embark on a 112-mile, single-loop bike course heading west through Montana's wide-open terrain. Featuring approximately 3,000 feet of elevation gain, the bike course will offer sweeping views toward the Rocky Mountain Front and Glacier National Park region. After returning to transition at Elks Riverside Park, athletes will begin the 26.2-mile, two-loop run course along the banks of the Missouri River, showcasing one of the region's defining natural features. The race will culminate with an unforgettable IRONMAN finish near Elks Riverside Park, adjacent to IRONMAN Village and transition, where athletes will complete their journey in the heart of Great Falls.

Beyond race day, athletes and their families will have the opportunity to experience the Missouri River and its accompanying trails, outdoor adventures, vibrant local culture, Western heritage, and expansive Big Sky scenery that make Great Falls a destination worth exploring.

The 2027 IRONMAN Montana triathlon will offer qualifying slots to the 2027 IRONMAN World Championship race.

For more information on the IRONMAN Montana triathlon, please visit www.ironman.com/races/im-montana. Athlete inquiries may be directed to montana@ironman.com.

To learn more about the IRONMAN® and IRONMAN® 70.3® brands and series of events, please visit www.ironman.com. Media inquiries may be directed to press@ironman.com.

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About Great Falls Montana Tourism

Great Falls Montana Tourism is an independent nonprofit organization dedicated to growing tourism in Great Falls, Montana. The organization promotes Great Falls as a destination for leisure, business, and group travel, attracts events and visitors, and supports the development of local tourism experiences. Great Falls Montana Tourism also serves as the management partner for Central Montana Tourism, helping promote travel throughout the region. For more information, visit www.VisitGreatFallsMontana.org.

About The IRONMAN Group

The IRONMAN Group is the world's largest operator of participation sports with a portfolio of brands, events, media, partners, merchandise, and digital platforms operating in over 50 countries worldwide. A global

portfolio consisting of hundreds of events includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, IRONKIDS®, premier running events including the Rock 'n' Roll® Running Series, the Standard Chartered Singapore Marathon™ and City2Surf®, the UTMB® World Series of trail running, the Epic Series™ of mountain biking including the Absa Cape Epic®, and a collection of road cycling and other multisport races. Since the inception of the iconic IRONMAN® brand and its first event in 1978, millions of athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. From its beginnings as a single race among friends in Hawai'i, The IRONMAN Group has become a global sensation and collection of high-growth lifestyle brands that inspire people to unlock their potential in life. For more information, visit www.ironman.com/about-ironman-group.