



Welcome to the 30th annual Hell of the West Triathlon organised by the Limerick Triathlon Club!

We are proud to be hosting the 2014 National Championship and are looking forward to a great weekend. This year we welcome 1100 individual triathletes and 60 relay teams to the beaches and roads of Kilkee, requiring a few changes to the registration and start wave procedures. As always, safety is crucial to our race and we ask that you read this briefing carefully before arriving at registration.

Registration

Registration will take place on Friday 27th June at the Kilkee Bay Hotel. Registration will be open from 5:00 – 9:30pm. *Very limited* registration will also be available on Saturday 28th June from 7:00 – 8:00am. We encourage you to register on Friday if at all possible as time will be very tight on Saturday morning – PLEASE NOTE THE EARLIER START TIME OF 9:30 AM with transition closing at 8:45am.

You will receive your swim cap at registration, which must be worn on race day. Swim caps are allocated according to start wave. Waves were determined based on the estimated finishing time you provided during registration:

- Wave 1 (9:30am) – Fastest 360 participants
- Wave 2 (9:40am) – Next fastest group of 360 participants
- Wave 3 (9:45am) – Relays and Novice participants
- Wave 4 (9:50am) – Novice participants

You must have your 2014 Triathlon Ireland membership card or One Day License in order to race. Only one member of a relay team is required to have a TI or One Day License. Your 2014 TI membership card must include a photo. The deadline to buy a one-day license (ODL) from the TI website is midnight on Thursday, 26 June. Please bring proof of purchase of ODL to registration. One-day licenses will not be available for purchase at registration. **YOU WILL NOT RACE WITHOUT PRESENTING YOUR TI CARD OR ODL PROOF OF PURCHASE.**

Transition Zone

The transition zone is located beside the bandstand on Kilkee Beach. Transition will open from 7:00 – 8:45am on Saturday, 28 June. Please note that *no bags may be left in transition* during the race. A bag drop location will be provided. Bikes will undergo a short safety check on entering transition, for the following elements – tight wheel skewers, tyre pressure, presence of bar ends and functioning brakes. See the attached file for more details.



Race Briefing

The race briefing will take place in transition at 8:45am - all must attend. The race will be run according to current ITU Competition Rules. For more information see

<http://www.competitionsport.com/uploads/docs/itucompetitionrules2013final.pdf>

Timing chips for relay teams must register at all points- this will be strictly enforced.

Swim Course

The swim will take place in Kilkee Bay. Wetsuits, and the swim caps provided at registration, must be worn. Competitors from staggered waves will be led down to the beach at 9:00am, 9:10am and 9:20am, to provide plenty of time for warm-up in the water before the first wave begins at 9:30. Competitors will be counted into the water according to start wave. The swim will have a waist- to chest-high, static start, and will not begin until all competitors are in the water. Although the bay is very safe, the wind will determine sea conditions on race day. There will be a number of boats and kayakers, as well as life guards on duty to assist swimmers. If you are a weak swimmer it is advisable to stay to the back, as you save energy and time trying to avoid the stronger swimmers. *There is a swim cut-off time of 1 hour.*

Bike Course

The bike takes place on roads open to traffic, and normal rules of the road apply. Drafting is not allowed. Four race referees will be on-course to ensure a safe and legal race. Caution must be taken at several points along the bike course – as such, competitors must adhere to any instruction provided by race marshals, referees or Gardaí. Failure to adhere to safety instructions may result in disqualification. Road surfaces are generally good, however part of the road past Doonbeg village is rough and care is needed. The bridge at Doonbeg is an accident blackspot and the last descent into Kilkee is steep and has uneven surface in parts. Please respect our neighbours and refrain from littering on the course. *There is a small change to the bike course from previous years – please see the link below to course maps.*

Run Course

The run course is an out-and-back up Dunlicky Road. Water stations will be located at 2.5km and 7.5km. The finish line is located beside the transition area. Please respect our neighbours and refrain from littering on the course.

Penalty Box

As the National Championships and also a National Series event, a penalty box will be in operation at this event. If at any stage while on the bike course you are shown a “yellow card,” this is a 2 (two) minute penalty. *It is not a warning card.* You must serve the 2 (two) minute infringement in the penalty box. The penalty box will be located at the start of the run course 800 meters in on the right hand side on the first



plateau of the Dunlicky Hill. You must serve the penalty here and at no other place on the run course. Failure to stop for ANY reason will result in an automatic disqualification from the event with no appeal. At all times there will be a Technical Official in the penalty box who will observe the penalties.

Marshals

As this is a club race, all marshals are volunteers and are giving up their time to help run a safe race for all involved. It is therefore important to treat all Marshals with respect, if you meet one - smile and say thanks.

Course Maps

Course maps will be posted at registration, or are available now on our club website:

http://www.limericktriathlon.com/?page_id=42

Anti-Doping Policy

Limerick Triathlon Club and the Hell of the West organisers are committed to providing a drug-free environment at all our races. As such, we support and follow the Irish Sports Council's protocols on anti-doping. Anti-doping testing is part of the ISC's National Anti-Doping Programme that acts to protect Ireland's sporting integrity against the threat of doping. For more information, see

http://www.irishsportsCouncil.ie/Anti-Doping/About_Us/National_Anti-Doping_Programme/

Parking

Public parking is available at the north beach near the rescue centre for €3 per day, in the car park at the Kilkee Bay Hotel, behind the Victoria Court Apt and on Well Road. Please respect parking restrictions on the roadside near the event – you will be ticketed.

Accommodation

A full list of accommodation can be found at www.kilkee.ie. There are also excellent campsites located a few kilometers outside Kilkee. A number of restaurants will open their doors early Saturday morning to anyone looking for a good breakfast to fuel their race.

Recovery

A recovery tent will be located near the finish line where competitors will be provided with energy drinks, water, bars, fruit and those famous brownies from The Pantry! A physical therapy tent will also be available free of charge for all competitors. Kilkee Dive Centre will open its facilities to all athletes registered for the Hell of the West at a cost of only €10 for the weekend, which includes secure bike storage, wash facilities and tea/coffee. The Dive Centre is located at the east end of Kilkee Beach (beside the Pier). For more information see <https://www.facebook.com/pages/Kilkee-Dive-Centre/627520367331406>



Prize Giving – 1st 2nd and 3rd places are awarded immediately after the race – Additional Prizes will awarded at the Kilkee Bay Hotel at 4:00pm.

Family Event - Every year the Limerick Triathlon Club welcome you and your family to enjoy the race and the weekend. This year we will again host the Splash and Dash on Saturday (on the beach after all competitors have left the water) and The Kids of the West Triathlon on Sunday, making this a great Family Triathlon Weekend! This year the kids and youth races are endorsed by recent course record holder, and former Olympian Gavin Noble, who has provided his signature for the kids t-shirts.

Please check out our Race Facebook page for further updates

www.facebook.com/KilkeeHelloftheWestTriathlon

Last, but certainly not least, we would like to take this opportunity to thank our main race sponsors, who are helping, along with others, to make this event possible. A very big “Thank You!” to CastleCabin, Cycle Superstore, Shannon Airport, Blulift, O’Neills Foodstore, Fitzgerald Flowers, The Pantry, Squeezy and Wheelworx. We extend our gratitude also for all the support we have received from the Clare County Council, the Town of Kilkee and the local businesses for accommodating this year’s event.

Happy Training! We are looking forward to seeing you for a great race on 28th June!

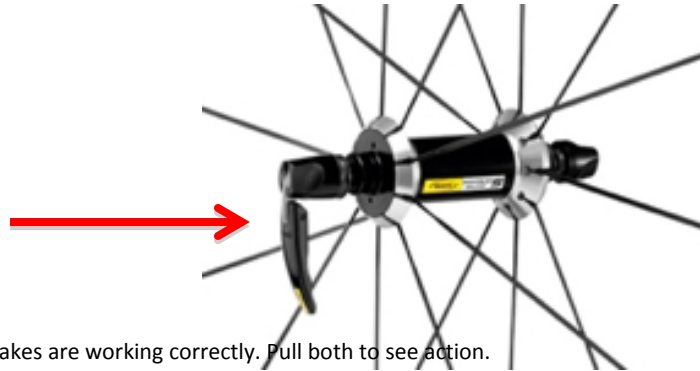
Mark Kennedy

Race Director, Limerick Triathlon Club



Bike Checks at transition

- 1) Most important check make sure that the wheel Skewers are tightened correctly. Give them a pull and make sure they are pushed tight!



- 2) Check brakes are working correctly. Pull both to see action.



- 3) Check bar ends are plugged if not make athlete them tape up the hole with insulating tape provided.



Bar end plugged or taped.

- 4) Check Tyres are not Soft.