

In2Adventure Names Allen and Allen Ambassadors for TreX Cross Triathlon 2017/18

The 'First Couple' of cross triathlon Ben and Jacqui Allen will serve as official TreX race ambassadors for 2017/18

BRISBANE, QUEENSLAND, AUSTRALIA, July 4, 2017 /EINPresswire.com/ -- [In2Adventure](#) are proud to announce their ongoing partnership with Ben and Jacqui Allen as official TreX race ambassadors as Australia's National cross triathlon series, heads into an action packed 11th year after the recent hosting of the ITU World Championships in November.

"With one of the most exciting series to date including new locations and event formats in 2017/18, to once again have the opportunity to work with two of the sports best athletes to help us continue to grow the sport of cross triathlon in Australia after the ITU world champs last year is a true privilege," Race Director Simon Lazenby told us. Along with their international commitments Ben and Jacqui will be racing on home soil at least four of the national seven race series.

Events in the [TreX Series](#) will include Bendigo Victoria; the Australian Championships in the spectacular Snowy Mountains NSW including taking on the three day Snowies MTB Stage Race in February; plus visits to Queensland for the Qld State Championship in March 2018 and the TreX Series Championship on the Sunshine Coast in April 2018.

That means we'll be seeing a lot more of two of the sports most respected athletes this season right here in Australia.



Ben & Jacqui Allen



Ben Allen

"In2Adventure have put together an awesome line up of races in beautiful places. We are thrilled to continue our TreX Ambassador role and inspire people to share in the amazing journey that Cross Triathlon offers to everyone." said Ben.

"We are delighted to be on board with In2Adventure for the up and coming season, It's an honour to be involved with Robyn and Simon, people who are as passionate as we are about cross triathlon. I'm excited to race in the new locations and continue to see the sport grow in Australia." Jacqui told us.



Jacqui Allen

It was also interesting to find out exactly why this partnership between Ben and Jacqui and In2Adventure is so important to the sport of cross triathlon and the athletes in Australia.

"We are so proud and recognise what a privilege it is have such amazing athletes as Ben and Jacqui working with us to really develop the sport of cross triathlon within Australia and beyond," said In2Adventure event director Robyn Lazenby.

"Ben and Jacqui are at the pinnacle of the sport internationally and are consistently achieving solid podium results, but this isn't why the relationship is so special to us. It's because Ben and Jacqui embrace and represent all the things that we truly value at In2Adventure."

According to In2Adventure event director Robyn Lazenby, the pair possesses three main qualities that make them the ideal choice to represent TreX into the new season.

"Firstly, they genuinely love the sport of cross triathlon and whenever we talk with them it just reminds us why we have worked so hard for so many years to really establish the sport within Australia," she said. "It's because it's fun and challenging and exciting and Ben and Jacqui truly embrace this.

"Secondly, it's the athletes they are 'on' and 'off' the course," Robyn continued. "They race hard but they do it with respect for the sport and everyone else around them and truly value the experience of racing, not just the winning.

"Thirdly, they 'share the love', they give back to the sport and are truly passionate and giving of their time to assist other athletes, especially our up and coming champions of tomorrow.

"As we lead into the 2017/18 season in Australia in 2016 we couldn't ask for two better athletes to represent In2Adventure, the TreX Series," she concluded.

TreX is Australia's own national cross triathlon series and the 2017/18 season includes seven races across the nation.

To find out more about the TreX Series please visit <https://trextriathlon.com.au>

About TreX Triathlon

For ten years TreX has positioned itself as the pinnacle of the cross – or off-road – triathlon racing series in Asia-Pacific. Presented by the premier outdoor adventure event specialists In2Adventure, TreX is Australia's national cross triathlon series with seven events in three states. TreX triathlon includes a swim, mountain bike and trail run, and the series also hosts off road duathlon and aquabike formats along with course and distances to suit all ages and skill levels.

For more information, please visit the TreX Series <https://trextriathlon.com.au/trex-2017-18/>

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