

## What is Minithlon

Written by claire.chen

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### Triathlon made accessible for all

Triathlon is a multi-sport endurance event consisting of swimming, cycling, and running in immediate succession over various distances. When it comes to triathlon, the first words that come to mind are: exciting, challenging, fun and maybe even a bit crazy. But the Nordic Ways' Minithlon concept will convince anyone forever of the charm of triathlon. Minithlon is sport, intense but short enough for anyone to take part in. Let's come out of the office or couch and become a Minithlete!

The first event of this kind was held at the Radisson Blu Hotel in Beijing's Chaoyang District in September 2010. Participants competed in various heats, quarter-and semi-finals and a grand final to battle for victory in the competition over 17.5 M swimming, 288 m cycling and 42.195 m running. An open-air BBQ Party immediately followed the finals and ensured everybody regained the calories lost during the day's competition. Radisson Blu hosted the second and 3rd Beijing International Minithlon last September as well.

As of 2013, Nordic Ways aims to export the Minithlon concept also to other places, to other cities in China. Interested people can contact Nordic Ways via [info@nordicways.com](mailto:info@nordicways.com) or telephone 010-8580 2171.

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