



MEDIA RELEASE 31 August 2017

Triple Peaks Event Under New Management

After 11 years of organising Hawke's Bay's most challenging sporting event, David Tait is stepping down as Event Director of Triple Peaks. Taking the reigns from 2018 are Richard Mills and Emma Buttle, from Havelock North based Bennelong Mountain Bike Club.

Triple Peaks is one of the most demanding sporting events in the region, with up to 700 competitors taking part every year.

“I am very happy that a competent, passionate, enthusiastic group of individuals are taking on the challenge. I had hoped that my successor would be locally based, and hold the same passion for the event as I do. So when Richard and Emma stepped up to run the event, I was thrilled,” comments David.

“Next year’s event will be the 30th Anniversary of Triple Peaks and I believe that it will be the largest in the history of the event.”

“Triple Peaks is an iconic event covering some incredibly picturesque land, that is not normally accessible to the general public. It attracts runners, walkers and bikers keen to test their limits and enjoy some beautiful Hawke's Bay scenery along the way. It has been a privilege to have been Event Director for last 11 years and I am incredibly grateful to all the people and organisations who have supported us and the event,” adds David.

When asked if he is going to compete in 2018, David comments, “I fully intend to swap the event manager's hat for a competitor number next year.”

The 2018 Event Directors, Richard Mills and Emma Buttle are already well underway with planning and marketing Triple Peaks.

“Our intention is to build on the strength of the event that David has established over the last 11 years,” comments Richard. “We are honoured to take the baton, and build on the solid foundations already in place, as well as introduce some of our own fresh new ideas.”

Richard and Emma have both been involved in organising local mountain bike and running events. Whilst Emma has worked in marketing and event management for the last 14 years, Richard has volunteered for a range of local sports clubs, as well as being a qualified mountain biking official commissaire at national events.

“Between us, we have the skills, knowledge, ideas and network to make this a very successful event for the region. We want to keep the local flavour and ensure that Triple Peaks brings far reaching economic and social benefits to the community. It is very important to us that it is truly a local event,” comments Emma.

“The intention is to run the event from the heart of Havelock North Village, creating a fun entertaining atmosphere that encourages both participants and spectators to stay and enjoy all there is on offer in the village. We are delighted that Havelock North Business Association are behind Triple Peaks, and will work closely with us on ensuring the village is 'buzzing' with all the activity on that weekend,” adds Emma.

Being a regular rider with Bennelong Mountain Bike Club, Richard is very familiar with local trails and farmland, “BMC rides frequently up Mount Erin and Te Mata Peak, so I know the area like the back of my hand. We aren't afraid of exploring new terrain, and will make very certain that the tracks used in Triple Peaks are memorable, lots of fun and completely new terrain for most people,” comments Richard.

Whilst much of the event will retain its rugged and adventurous nature, a few key changes will be taking place in 2018.

“We are delighted to announce that MCL Construction will be our Principal Sponsor of Triple Peaks,” says Emma. “MCL and Triple Peaks are a great fit. Both strong local brands reflecting quality and integrity. MCL Construction is a well respected local company and we are thrilled that they're part of our core family of supporters.”

Emma says MCL Construction's willingness to step up to the top spot is testament to the event's potential and widespread reputation. “Triple Peaks should be on everyone's bucket list of events – it is incredibly challenging, yet also intensely rewarding,” adds Emma.

“Fundraising for Te Mata Park is the primary goal for this event,” comments Richard. Trail maintenance, establishing new tracks and other growth initiatives will benefit from the proceeds of Triple Peaks.”

“We both feel a great connection to Te Mata Peak, and are delighted that we are able to fundraise for this outstanding place of significance in Hawke's Bay,” comments Richard.

Mike Devonshire, Chairman of Te Mata Park Trust, anticipates a great response to the 2018 event. “As Te Mata Park is the home turf of Triple Peaks, it is pleasing to see the funds raised will go straight back to the land on which we love to run, walk and bike. Te Mata Park is a place of great local significance for many people. The funds raised will go a long way in facilitating many of the projects in the years ahead.”

David Tait expresses the same sentiments. “It is fantastic that all profits from the event will be going back into the Peak, which is a very special place for myself and my family, and also one of the most important recreational assets in Hawke's Bay.”

Richard Mills is excited about the potential benefits that this event could bring to the region. “This is an incredibly exciting time for the future of Triple Peaks. We wish to build on the existing format, and ensure MCL Construction Triple Peaks reflects everything that is wonderful about Hawke's Bay.”

MCL Construction TRIPLE PEAKS will be taking place on Saturday 10 March 2018. For more information please visit www.triplepeaks.co.nz

****ENDS**** For more information please contact: Emma Buttle 0279 456 970