

Local News

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EPIQ does it again!



THE SCOOP

MABLE HASTINGS

Over 200 athletes will converge to Owl's Head in Potton on September 27th to participate in the 4th edition of the EPIQ Triathlon - presented by Mike Cyr - Real Estate Broker at Sotheby's. The EPIQ Triathlon, whose first edition in 2022 attracted just under 30 athletes is an annual rendez-vous for multisport athletes and supporters alike, that want to celebrate the essence of triathlon (swim-bike-run) in an extraordinary setting, since the swim takes place in the majestic Lake Memphremagog, the bike portions are held on the beautiful country roads of the Township of Potton, and finally the run course takes the participants around and up, and down, Mont Owl's Head. Says Marc van Oordt - Co-Founder and Race Director: "I could not have imagined that this event would grow almost sevenfold in 4 years! It goes to show that we are on to something special and trend setting."

Beyond delivering an exceptional athlete experience (The EPIQ Triathlon was nominated as finalist for Regional Event of the Year and Fan Favorite of the Year at last year's Triathlon Quebec Gala), one of the main drivers of the organizers is to run an event "by the community, for the community."

"From Day 1, and even during my personal prequel in 2021 (note: some readers of The Record will remember his Pottonman project), I wanted this event to have a positive impact on this Community I have come to love over the past decade or two, and the best way I could think of was by organizing a fundraiser for the CAB," Marc stated.

Indeed, each athlete and team of



In photo left to right: Mike Cyr - Real Estate Broker at Sotheby's, Mable Hastings-Executive Director of the Missisquoi North Volunteer Centre (CABMN) and Marc Van Oordt - Marc van Oordt - Co-Founder and Race Director pose as last year's cheque was presented to the CABMN.

athletes, commits upon registration to completing a fund raiser for the Missisquoi North Volunteer Centre (CAB MN), whose mission is "An improved quality of life." The aim of the Missisquoi North Volunteer Centre is to attend to issues concerning health, social services, protection, education, and other quality-of-life issues for all but especially for the marginalized and youth.

Mable Hastings - Executive Director of the CAB added, "When Marc first contacted us, we were not sure what he was trying to achieve, as his project was quite unique, but it quickly became clear to us that his heart was in the right place and his drive would inspire others to join his efforts. Since its inception, EPIQ Triathlon has become one of the cornerstones of our yearly fundraising efforts and all our staff and volunteers are looking forward to it every year!" The EPIQ Triathlon has raised over 30K\$ for the CAB since its beginnings.

Registration for EPIQ Triathlon closes September 14th and most distances sold out since mid-summer. But it's not too late to join as a Volunteer or "simply" as a spectator, to cheer on these athletes, some of whom will be in

the water at 8 a.m. and not finish until close to 5 p. m.

Now that's EPIQ!

EPIQ Website: www.epiqtriathlon.ca

CAB Website: <https://cabmn.org> =
 Facebook: www.facebook.com/epiqtriathlon
 Registration (participants and volunteers): www.ms1inscription.com/epiq2025



PHOTOS COURTESY

The gang at the end of the 2023 Epiq Event!

EXTRA EXTRA \$

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