



2011 SENATE JOINT RESOLUTION 40

September 13, 2011 - Introduced by Senators C. LARSON, SCHULTZ, RISSER, S. COGGS and TAYLOR, cosponsored by Representatives HULSEY, POCAN, SPANBAUER, HEBL, THIESFELDT, BERNARD SCHABER, HINTZ, TURNER and BERCEAU. Referred to Committee on Senate Organization.

1 **Relating to:** Ford Ironman Wisconsin.

2 Whereas, September 11, 2011, marks the tenth Ford Ironman Wisconsin held
3 in the Dane County area, where thousands of spectators line the course through
4 Wisconsin farmland and the downtown streets of Madison; and

5 Whereas, the 2.4-mile two-loop swim takes place in Lake Monona in Madison,
6 where spectators have a panoramic view of the swimmers from the Monona Terrace,
7 a building that was inspired by Frank Lloyd Wright; and

8 Whereas, the 112-mile bike course takes riders 16 miles outside of Madison,
9 where they begin the two 40-mile loops in rural Dane County in an area that is
10 extremely hilly, contains many tough turns on each lap, and is considered one of the
11 toughest courses in the world; and

12 Whereas, the 26.2-mile run course requires athletes to complete two hilly loops
13 that take the runners through downtown Madison and the University of Wisconsin
14 campus, near Camp Randall Stadium, on State Street, and finally to the scenic path
15 alongside Lake Mendota; and

1 Whereas, the Ford Ironman Wisconsin event relies on more than 4,000
2 volunteers to ensure a successful, safe, and exciting event; and

3 Whereas, thousands of athletes participate in the Ford Ironman Wisconsin
4 during a 17-hour period and finish the race at the state capitol in the heart of
5 Madison; and

6 Whereas, the Ford Ironman Wisconsin has an estimated \$2.3 million impact on
7 Wisconsin because of the influx of athletes and their families, tourists, and vendors
8 staying at area hotels and eating at Wisconsin restaurants, in addition to
9 participants and spectators who purchase Ironman Wisconsin and other
10 merchandise; now, therefore, be it

11 ***Resolved by the senate, the assembly concurring, That*** the members of the
12 Wisconsin legislature commend the tenth Ford Ironman Wisconsin race; express
13 appreciation to the participants, volunteers, sponsors, and spectators for their role
14 in supporting this annual event; and, in support of this annual event, wish for many
15 years of continued success and partnership; and, be it further

16 ***Resolved, That*** the senate chief clerk shall provide a copy of this joint
17 resolution to Ryan Richards, race director for Ford Ironman Wisconsin, and to Deb
18 Archer, president of the Greater Madison Convention and Visitors Bureau, the local
19 host to Ford Ironman Wisconsin.

20

(END)