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## **Cameron Brown Sets Course Record and Historic 8th Win at the 25th Anniversary Ironman New Zealand**

*Taupo, New Zealand* — Perennial favorite Cameron Brown has done it again, winning the overall title for an eighth time at Ironman New Zealand. Today's race marked the 25th anniversary of the event. Although he has overcome as much as an 18 minute deficit in the past to overtake first position on the run, today saw Brown at or near the lead of the race for much of the day. He easily crossed the line in first and broke his own record of 8:20:15, set in 2005. His time today was 8:18:04 — he used a scorching 2:43 marathon to get him there.

"It was a good day," said the ever-humble Brown after he crossed the line. Although he had a deficit of nearly five minutes to Dirk Bockel at T<sub>2</sub>, Brown steadily ran time into the leader and passed him just after the halfway mark of the marathon. From that point on, he maintained his characteristic focus on the road ahead of him as he literally ran away from the rest of the field.

"Cameron has been with us longer than any of our other athletes," says Vinu Malik, founder and president of FuelBelt, Inc. "We've been with him for all eight of his IMNZ victories. We're proud of his performance today and in all of his races, and we can't wait to watch the rest of his season unfold."

"I have never done an Ironman without my FuelBelt," Brown says. "It enables me to use my own fluid out on the course and I don't have to use something that I may not like, there are a lot of electrolyte drinks that don't agree with my stomach so I take on my own tried and true tested drinks!" •

### **About FuelBelt, Inc.**

FuelBelt is the world leader in hydration belts and accessories to the tri, run and cycling markets. Founded in 1997 by 6-time Ironman World Championship participant, Vinu Malik. FuelBelts have been used to break world records, personal bests, and have even been used at the Olympic world stage, where every effort and every second counts. For more information, please visit [www.fuelbelt.com](http://www.fuelbelt.com).



*Cameron Brown celebrates his victory during the 25th Anniversary Ironman New Zealand.*