

**Three Peaks Race Launch 2007**  
**Jane Crosswell, Sponsorship Manager, Hydro Tasmania**

Excitement, competition, camaraderie, determination, endeavour, spirit, elation and celebration.

These are just some of the words that describe the Hydro Tasmania Three Peaks Race – it is an event like no other.

For those entering for the first time, it is a journey into the unknown, a journey that is sure to start with apprehension and result in feelings of great achievement once it is complete. For others, it is an event that draws them back year after year in a bid to improve their performance, conquer those mountains just once more, to re-ignite friendly rivalry and to re-live the exhilaration.

A long-time competitor once said that being a part of the race was like catching a disease – once it gets into your system, there is no turning back and there is no cure. Its true – it leaves an unmistakable footprint on the soul.

How do I know this? In 2004, I was fortunate enough to be invited to accompany the organising Committee, following the race across Flinders Island, at Freycinet Peninsula and in Hobart. I was in total awe of these hardy sailors and elite athletes, and although I did wonder if they were in fact lunatics – I realised I wanted to be one of them.

Not content to sit on the sidelines, I decided to enter as a runner in 2005 and again in 2006. So I can speak from true experience when I describe the Hydro Tasmania Three Peaks race as a demonstration of mateship and human spirit.

You see, for most its not just about winning the race – its about indulging in some friendly competition, pitting yourself against the elements, enduring some hardships and helping your team mates across the line at the end – no matter whether you are in first place or at the rear of the fleet.

Hydro Tasmania is proud of its involvement in an event that is becoming renowned around the world. The race provides our business with international exposure and is a good fit with our vision to be a world-renowned renewable energy business.

Like our business, the race committee is always looking for innovative improvements in the race and to provide greater challenges for competitors to ensure the sustainability of the event. The inclusion of the Royal Australian Navy as an early entry in the 2007 race will add yet another exciting dimension to an already spectacular event.

So, if you are a runner or a sailor looking for a challenge with a difference, enter the race next Easter. You might just surprise yourself – you have nothing to lose and only lifelong memories to gain.

It now gives me great pleasure to officially launch the 2007 Hydro Tasmania Three Peaks race. I invite you to join us at Beauty Point for the official race start on Good Friday and wish all competitors a safe and memorable journey.