

# CANYON

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## HEATHER JACKSON GEARS UP FOR GRAVEL RACING WITH CANYON IN 2023

*US-based Triathlon star switches disciplines and signs with Canyon to take on Life Time Grand Prix series*

**KOBLENZ, GERMANY | EMBARGO: WEDNESDAY 25 JANUARY 2023, 07:00**

**MST / 15:00 CET** — With a string of Ironman wins stretching back 15 years, Heather Jackson holds legendary status in triathlon. But now the prominent US athlete has hung up her wetsuit in favour of the bike, choosing to race a demanding multi-surface race programme with Canyon in 2023.



As a former Ironman champion, Heather knows a thing or two about extreme endurance. Her Ironman personal bests are sub-9-hours but that's still some way off the time she needs to spend on the bike to make the distance at some of the gravel races on her calendar this year.

Heather Jackson will race the [Life Time Grand Prix series](#) throughout 2023 which includes the infamous 200 mile [Unbound Gravel race](#) in Emporia, Kansas. Heather made her first attempt at Unbound in 2022 where she came home in just under 12 hours, so she's under no preconceptions about what she's letting herself in for.



*"After my first taste of gravel racing last year, I know I have the stamina to be competitive at the sharp end of the toughest gravel races. I've been working on my tactics over the off-season and I'm excited to get started with a fresh take on racing. The gravel community has been super welcoming and the support from Canyon has been tremendous – the tactics, the know-how, the mechanical support, and OMG the bikes! – I'm starting the year in a fortunate position and I'm incredibly grateful for the support. I plan to repay that by racing hard, having fun and hopefully inspiring people to give gravel racing a try along the way."*

— Heather Jackson

With the Life Time series comprising everything from 200 mile gravel races to 40 mile MTB races across spring, summer and autumn, Heather will use Canyon's [Grizl CF SLX gravel bike](#) for the dedicated gravel events and a hardtail [Canyon Lux World Cup CFR](#) for the MTB marathon events. And should Jackson feel like she needs to work on her TT efforts, or enter a triathlon for old times' sake, she'll also be afforded a [Canyon Speedmax](#) too.





Heather's first race aboard Canyon will be the [Belgian Waffle Ride Scottsdale event](#) on March 5, followed by [MidSouth Gravel](#) on March 11th.

Her Life Time season kicks off with [Sea Otter Classic XL 100k marathon race](#) on 22 April 2023 where she'll cover 65 miles and 7,800 ft of climbing on her Canyon Lux. She'll follow that with [Unbound](#) in June, [Crusher in the Tushar](#) in July, [Leadville](#) in August, [Chequamegon](#) and [Rad Dirt Fest](#) in September and [Big Sugar Gravel](#) in October.

To keep in touch with Heather's progress visit [Heather Jackson \(@hjacksonracing\)](#) on [Instagram](#).

## NOTES TO EDITORS

1. All images free to use. Credit: Wattie/Plushglobal.cc

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### ABOUT CANYON

Canyon is one of the most innovative bike brands in the world. The concept began in founder Roman Arnold's garage and grew to be the world's largest direct-to-customer manufacturer of road, mountain,

triathlon, urban, hybrid, and electric bikes. Canyon have earned their glowing reputation for innovation through consistently using advanced materials, thinking, and technology. The characteristically classy Canyon design is easy to identify. Alongside being boldly competitive and ever-expanding, they are committed to make the global cycling community accessible for every rider. While Canyon partners with some of the finest athletes on the planet, their mission, 'Inspire to Ride', highlights how they work to promote the power of the pedal stroke to everyone. Canyon products are exclusively available online at [www.canyon.com](http://www.canyon.com).

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