



JUST TRI IT!

PHILADELPHIA TRIATHLON SCENE



By: Steve Brown

Each issue, PhillyFIT Magazine takes a look at the local triathlon and multisport scene, providing our readers with news, features, product reviews, as well as previews of great area racing and training. In this issue ...



The Cadence Advantage

Cadence Cycling & Multisport Centers provide state-of-the-art facilities complete with the world's finest assemblage of cycling and triathlon coaches and physiological testing equipment. Our preeminent coaching staff, which is variously certified by USA Triathlon (USAT), USA Cycling (USAC), and the Canadian Cycling Association, has expertise working with athletes from the world class level to avid amateurs and weekend warriors interested in weight loss, general health, and improved performance.

Working alongside the governing bodies of cycling (USAC) and triathlon (USAT) and Cadence's very own Scientific Advisory Committee, Cadence assures quality control for all its testing services and relies on a comprehensive scientific and coaching network that allows us to be current with the latest advances in biomechanics, ergonomics, training research, and testing protocols. This powerful combination is virtually identical to services offered to Olympic athletes when visiting the Colorado Springs, San Diego, or Lake Placid training centers.

In 2005, Cadence was chosen as the Official Coaching Organization for Cycling for America's National U23 Triathlon team, who went on to win the World Triathlon Championship. For 2006, Cadence has been chosen as the official running

and multisport coaches for the United States Marine Corps' All Marine Running & Triathlon Team.

Always Individualized Coaching

In addition to Cadence's on-site physiological testing, biomechanical services, health and weight loss consultations, indoor training, and remote cycling and triathlon camps, Cadence provides world-class coaching on a national and international level through our web-based training tool. Via the Internet, our athletes can log into their daily training schedules from virtually any location in the world. With an e-mail or a phone call, athletes can promptly correspond directly with their personally assigned coach.

Cadence's coaching is always personalized and never "cookie-cutter." We build individual coaching plans based on your personal goals and your individual strengths, weaknesses, and physiological characteristics. Each coaching plan is also designed with your other daily obligations in mind, so that you get the most out of both your life and your workouts. At Cadence, we take multiple factors into the construction of your training plans, including seemingly innocuous factors like stress levels, rest, psychological and physical health, and other variables which have less immediately obvious consequences on your results.

Concierge-Level Service

Whether you are a casual rider looking to get stronger and build your endurance, or a multisport competitor, you will receive the same kind of personalized care, attention, and coaching from our Cadence coaching staff. Cadence's coaches are among the most knowledgeable, talented, and successful in the industry. From three-time Olympian and twelve-year veteran pro, Brian Walton, to National Track Champion and Winner of the Six Days of Moscow, Ryan Oelkers; from two-time Masters World Record holding swimmer Laurie Hug, to National Criterium Champion, Benjamin Sharp, our coaches have the experience, education, and personal drive to make sure you succeed in reaching your individual goals. Visit www.cadencecycling.com for more information.

CGI RACING NEWS

Mother - Daughter Wave Available Now

Many of you have requested to be able to start in the same wave as your mother/daughter. We listened and you can now register in the Mother/Daughter wave. Simply click on Mother/Daughter when you select your wave. We went even one step further. On the same form enter you and mom as a team and we will be giving a prize to the top Mom and Daughter team. Note: For those of you with multiple daughters in the race, mom you can only be entered on one team. If you have already registered and would like to switch to this wave just email mredrow@cgiracing.com



TRAINING PROGRAMS & CLINICS FOR NEW JERSEY STATE TRIATHLON

CGI Racing is pleased to announce that we have partnered with Mid-Atlantic Multisport and Coach Bill

Hauser to provide a variety of individualized coaching services, race-specific training programs and race preparation clinics to athletes participating in the New Jersey State Triathlon. For more information on Mid-Atlantic Multisport's coaching services, visit www.midatlanticmultisport.com for a complete listing of all CGI events, visit www.cgiracing.com

astavita Astavita and USAT Sign Sponsorship Agreement

Sponsors USAT's Long Course Elite Team and Coaching Program

Astavita announced today that they have signed a two-year sponsorship agreement with USA Triathlon. USA Triathlon is the national governing body for triathlon, duathlon and the multi-Sport lifestyle, and a member of the Olympic Organization. Astavita's role with USAT will not only be in providing financial support to the Long Course Elite Team and the Coaching Program, but also in supplying their signature product, Astavita Astaxanthin to their athletes. USAT's approval of their product and signing of the agreement has earned Astavita the title, "Exclusive Supplier of USAT."

"Astavita is extremely excited to be working with USA Triathlon, their coaches, teams and members. Considering USAT's presence in this industry, we feel that it is an honor and a terrific opportunity to be designated as their exclusive supplier with our researched and patented nutritional support for muscle recovery and physical endurance. As we are witnessing the tremendous growth in the sport of triathlon, we look forward to a long and successful partnership with USAT", commented Charles DePrince, President of Astavita.

For sports nutrition, Astavita Astaxanthin shows great promise for improving endurance and reducing muscle damage, particularly in very physically demanding sports. Astavita's parent company, Fuji Chemical Industry Co., a Japanese based pharmaceutical company in Toyama, Japan, has done extensive research on the effectiveness of astaxanthin with endurance athletes. The results suggest that many types of athletes may expect to enhance their competitive level and state of readiness. In support of their claims, Astavita holds a patent for increased physical endurance and reduced muscle damage.

"We are very excited to be entering into an agreement with Astavita," said Tim Yount, Senior Vice President of USAT. "In today's world of athletic competition, every edge an athlete has is one step closer to that person landing a podium finish. In addition, the proven effects of the product will be welcomed by our top athletes as a way to guard against the effect of excessive free radicals. We see this as a true win-win and are excited for more of our athletes to use this product as they train and race across the world's landscape."

For more information contact Astavita at 1-800-507-4011 or contact@astavita.com

Swim Smooth - Clean up Your Stroke!

DVD Box Set Review

The Essential Swim Stroke Correction Guide for Triathletes & Swimmers by Paul Newsome

I recently reviewed this three-disc box set and was quite pleasantly surprised by how complete and thorough a training tool this is for triathletes and swimmers of all levels. I've seen other DVD training tools in the past, many of which I found difficult to translate from the screen to a useful resource. Swim Smooth is different. This set effectively bridges the gap between theory and practical application, giving the viewer strong visuals on the proper technique, and how using these techniques will make you a faster and more efficient swimmer.

Swim Smooth dissects the free style stroke into seven individual components and delivers specific drills designed to isolate and improve all elements of your stroke. Swim Smooth demonstrates age group triathletes executing these drills in a practical and easy to

follow format. Swim Smooth takes it a step further and also shows swimmers executing common mistakes and stroke errors and inefficiencies to demonstrate key points to be cognizant and avoid.

Swim Smooth also does an excellent job of educating the viewer on the nuances of open water swimming as well as wetsuit selection, fit, usage, and care. It also includes an eight-week or twenty-five session interactive CD-ROM training program suitable for all levels.

The set features 2000 Sydney Olympic Gold Medalist, Bill Kirby, as well as numerous age-group triathletes and swimmers and will benefit athletes of all levels and their coaches. Newbies as well as seasoned, veteran triathletes will find benefit in this three-disc box set.

For additional information, visit www.swimsmooth.com, to place your order, visit www.usasportstraining.com

Stay Connected - USAT Mid-Atlantic
Stay in touch with all of the USA Triathlon Mid Atlantic Regional news, rankings, and updates.
www.usat-ma.org is a valuable resource for all things triathlon in the region.



PhillyFIT Magazine contributor Stephen Brown is a Philadelphia area age group triathlete. Additionally, Brown writes and serves as Editor in Chief of the triathlon publication TransitionTimes.com. Brown is also a USA Triathlon Mid-Atlantic Regional Board member. In a racing career spanning nearly 20 years, Brown has racked up countless races of all distances from sprint to ironman. He also often uses his racing as a platform to raise funds and awareness for significant charitable causes. He can be reached at stephenbrown@phillyfitmagazine.com