

# Fit Werx 2012 New England Triathlon Symposium Raffle-Prize List

Participants in the 2012 New England Triathlon Symposium will be eligible to win these great prizes including a **Zipp 404 clincher wheelset from Fit Werx!** Prizes total over \$4,000 in value!

## Grand Prize

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### Zipp 404 Clincher Wheelset from Fit Werx (\$2,300 Value)

A world-class-quality race wheelset!



In 2001, Fit Werx was the first company to combine the specialty fit and biomechanical knowledge found only at the very best bicycle-fitting studios with the products, selection, and mechanical approach only found at the very best bike shops. Their goal is to help cyclists and triathletes of all levels meet and exceed their goals through proper positioning and individualized product selection. They provide a science- and research-based approach to bicycle fitting and cycling products and do not subscribe to marketing and hype that is not proven.



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## Prizes at a Glance

<b>Grand Prize</b>		
<b>Prize</b>	<b>Value</b>	<b>Sponsor</b>
Zipp 404 Clincher Wheelset	\$2,300	Fit Werx <a href="http://www.fitwerx.com">www.fitwerx.com</a>
<b>Premier Prizes</b>		
<b>Prize</b>	<b>Value</b>	<b>Sponsor</b>
Cycling-Gear Prize Package	\$300	Pacific Swim Bike Run <a href="http://www.pacificsbr.com">www.pacificsbr.com</a>
Bike Fit with Motion-Capture Analysis	\$275	Grace Bicycles <a href="http://www.gracebicycles.com">www.gracebicycles.com</a>
Three Complimentary Race Entries (Three Individual Prizes Totaling \$240)	\$240	Sun Multisport Events <a href="http://www.sunmultisportevents.com">www.sunmultisportevents.com</a>
Three Complimentary Race Entries (Three Individual Prizes Totaling \$225)	\$225	Double C Racing <a href="http://www.doublecracing.com">www.doublecracing.com</a>
Two Trigger Point Kits (Two Individual Prizes Totaling \$220)	\$220	Central Massachusetts Podiatry <a href="http://www.worcesterfootcare.com">www.worcesterfootcare.com</a>
Complimentary Race Entry	\$175	Vermont Sun Fitness Center <a href="http://www.vermontsuntriathlonseries.com">www.vermontsuntriathlonseries.com</a>
<b>Raffle Prizes</b>		
<b>Prize</b>	<b>Value</b>	<b>Sponsor</b>
Performance Sunglasses (Three Individual Prizes Totaling \$120)	\$120	Bragging Rights <a href="http://www.bragging-rights.com">www.bragging-rights.com</a>
Mental-Training Books and CDs (Four Individual Prizes Totaling \$100)	\$100	Competitive Advantage <a href="http://www.competitivedge.com">www.competitivedge.com</a>
Running-Store Gift Certificate (Two Individual Prizes Totaling \$100)	\$100	Greater Boston Running Company <a href="http://www.greaterbostonrunningcompany.com">www.greaterbostonrunningcompany.com</a>
Complimentary Race Entry	\$75	Without Limits Productions <a href="http://www.newenglandtritur.com">www.newenglandtritur.com</a>
Yoga-Gear Prize Package	\$75	Metrowest Yoga <a href="http://www.metrowestyoga.net">www.metrowestyoga.net</a>

## Premier Prizes

### Cycling-Gear Prize Package from Pacific Swim Bike Run (\$300 Value)

This prize package includes the following items:

1. Two Vittoria Open Corsa EVO CX Clincher Tires
2. LizardSkins DSP Bar Tape
3. Cateye Strada Wireless Cycling Computer
4. K-Edge Road Chain Catcher

Pacific Swim Bike Run is owned and staffed by endurance athletes who take pride in helping their fellow enthusiasts of all levels and abilities. They understand the needs of the most novice athlete just looking to get in shape to

the elite athlete looking to take down a title. Their goal is to make sure the customer enjoys their experience in Pacific Swim Bike Run and is 100-percent satisfied with their purchase or their workout.

**Pacific Swim Bike Run:** [www.pacificsbr.com](http://www.pacificsbr.com)

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### **Gift Certificate for a Retül Comprehensive Dynamic Bicycle Fit from Grace Bicycles (\$275 Value)**

The Comprehensive Dynamic Bicycle Fit from Grace Bicycles utilizes the Retül 3D motion-capture system designed specifically for collecting the most accurate, realistic, and relevant data for bike-fit technicians. By gathering data from seven key anatomical points in the cyclist's riding position, expert bike fitter Roy Cervantes is able to profile existing (before) and ideal (after) angles for your custom needs, whether it is to gain more efficiency and performance, more comfort, maximize aerodynamics, or to accommodate and help manage an injury. This system has been adopted by Carmichael Training Systems and USA Triathlon.

With the Retül Comprehensive Dynamic Bicycle Fit you will go through at least two sessions. The first session is an information-gathering session which involves putting your bike on a trainer and documenting your riding position with both video motion capture and Retül 3D motion capture, assessing and measuring your body and its range of motion, assessing your existing bike, and asking you a number of questions about your riding position, riding style, and what issues you are having. Your information will then be reviewed and you will receive recommendations for changes to your riding position. Then those changes will be made to your bike. After you put about 150 miles on the bike in your new position, you'll come in for a second session to review the fit, again using video and the Retül system. Putting miles in before reviewing how you feel about the changes is important because you can experience initial discomfort even with a better position. Giving your body time to adapt to the new position will make the review and visual check more meaningful.

Grace Bicycles owner Roy Cervantes has worked in the Boston-area bicycle industry for 21 years. He has worked as store manager and service mechanic for top stores in Boston and the suburbs. For four years, he worked to execute bicycle fit and performance design for Seven Cycles, one of the world's largest custom-frame builders. Roy is a member of the Serotta International Cycling Institute, with Advanced Certification in Bicycle Fit, Triathlon Fit, Shoe and Pedal Interface, and Advanced Fit Issues. He is also certified in using the Retül 3D Motion Capture System, being one of the first fitters in the world to adopt this groundbreaking technology. Roy is a graduate of Columbia University in New York.

**Grace Bicycles:** [www.gracebicycles.com](http://www.gracebicycles.com)

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**Gift Certificates for Complimentary Race Entries to Double C Racing Races (\$225 Value—\$75 Value Each)**

The winners will receive complimentary race entries to Sun Multisport Events races as follows:

1. 2012 Spring Fling Sprint Triathlon
2. 2012 Lowell Mill City Triathlon
3. 2012 Monster Dash Duathlon

Double C Racing puts on high-quality races in the Lowell, Massachusetts area.

**Double C Racing:** [www.doublecracing.com](http://www.doublecracing.com)

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**Pacific Swim Bike Run:** [www.pacificsbr.com](http://www.pacificsbr.com)

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**Two Trigger Point Foot and Lower Leg Kits from Central Massachusetts Podiatry (\$220 Value—\$110 Value Each)**

The Trigger Point Performance Foot and Lower Leg Kit is just what you need if you want the benefits of a great massage in the comfort of your own home. This kit was designed to give you the tools you need to specifically massage and manipulate the muscles of the foot and lower leg.

The doctors at Central Massachusetts Podiatry are dedicated to understanding each patient's podiatric concerns and providing a complete treatment plan.

**Central Massachusetts Podiatry:** [www.worcesterfootcare.com](http://www.worcesterfootcare.com)

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**Gift Certificate for a Complimentary Race Entry to Any Race in the Vermont Sun Triathlon Series from the Vermont Sun Fitness Center (\$175 Value)**

This gift certificate entitles the winner to a complimentary race entry into your choice of any 2012 race in the Vermont Sun Triathlon Series.

The Vermont Sun Triathlon Series is going into their 27<sup>th</sup> year! In 2012, their races will continue to be run out of their absolutely beautiful race venue of Branbury State Park, Lake Dunmore, and the surrounding area. They offer two sprints, the Vermont Sun Triathlon and the Lake Dunmore Triathlon. They also put on an Olympic, the Branbury Classic, and a Half-Iron, the Half Vermont Journey. The races are put on by the staff of the Vermont Sun Fitness Center, a full-service fitness center with two locations (Middlebury and Vergennes, Vermont). Both locations offer a friendly and fun environment for exercise. With their pools, racquetball courts, weight room, and full schedule of group classes, there is something for everyone.

**Vermont Sun Triathlon Series:** [www.vermontsuntriathlonseries.com](http://www.vermontsuntriathlonseries.com)

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**Raffle Prizes**

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**Three Pairs of Performance Sunglasses from Bragging Rights (\$120 Value—\$40 Value Each)**

Bragging Rights sunglasses are super lightweight, use a special design that keeps them from bouncing or slipping when you run, offer maximum ultraviolet protection, and utilize scratch-resistant, shatter-proof, optical-quality lenses.

Bragging Rights is run by Judy Batson, who has completed enough marathons to number in the double digits, ridden numerous cycling centuries, and generally loves endurance events. She has also been in the sunglass business since 2007. Bragging Rights is the merger of these two interests. Knowing the pride of completion and the excitement of belonging to a small club of people who have completed challenging athletic events, Judy has created products that subtly show off your athletic achievements.

**Bragging Rights:** [www.bragging-rights.com](http://www.bragging-rights.com)

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### **Mental-Training Books and CDs from Competitive Advantage (\$100 Value—\$25 Value Each)**

The four winners will each receive one of these mental-training books or CDs from Competitive Advantage:

1. Smoke on Water is a mental-training manual for swimmers (and other endurance athletes) filled with teaching stories and mental exercises.
2. Swimming Fast When It Counts the Most is a mental-training workbook for swimmers (and other endurance athletes) which will help you assess your mental strengths and weaknesses and then systematically work on strengthening your mental muscles.
3. Sports Slump Busting is a mental-training book that presents a 10-step easy-to-use program to help you overcome slumps and blocks and achieve peak performance.
4. The Racer's Edge is a two-CD program designed for swimmers (and other endurance athletes) to use the night before and day of a big race. It will help you stay focused on what's important and in the right state of mind to perform to your potential.

Competitive Advantage director Alan Goldberg, PhD, is a nationally known expert in the field of applied sports psychology. Dr. Goldberg works with athletes and teams across all sports at every level, from professional and Olympic athletes right down to junior competitors. Dr. Goldberg specializes in helping athletes overcome fears and blocks, snap out of slumps, and perform to their potential.

**Competitive Advantage:** [www.competitivedge.com](http://www.competitivedge.com)

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### **Two \$50 Gift Certificates to the Greater Boston Running Company (\$100 Value—\$50 Value)**

Each winner will receive a gift certificate for \$50 towards an in-store footwear purchase from the Greater Boston Running Company with stores in Lexington, Newburyport, and Hingham, Massachusetts.

The Greater Boston Running Company is dedicated to the running, walking and triathlon communities of Massachusetts. Their number-one priority is their relationship with their customers. When you visit one of their stores, you can expect to be greeted and have a personal gait analysis completed to determine the best shoe for you!

**Greater Boston Running Company:**  
[www.greaterbostonrunningcompany.com](http://www.greaterbostonrunningcompany.com)

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**Gift Certificate for a Complimentary Race Entry to Any Race in the New England Triathlon Tour from Without Limits Productions (\$75 Value)**

This gift certificate entitles the winner to a complimentary race entry into your choice of any 2012 race in the New England Triathlon Tour.

The New England Triathlon Tour brings together New England's longest-established racing venues and family-friendly vacation destinations. In its 28th season, the Tour kicks off with the Hyannis Sprint I Triathlon on June 9<sup>th</sup>, moves to the picturesque beach town of Falmouth on July 14<sup>th</sup>, and finishes back where it all started in Hyannis on Sept 8<sup>th</sup>! Each race has sold out for the past decade, so don't miss your chance to compete in the most popular sprint triathlons in the region! New for 2012: discounted tour pricing when you sign up for all three races! The New England Triathlon Tour is put on by Without Limits Productions, a race production company for athletes and by athletes.

**New England Triathlon Tour:** [www.newenglandtritour.com](http://www.newenglandtritour.com)

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**Yoga-Gear Prize Package from Without Metrowest Yoga (\$75 Value)**

This prize package includes the following items:

1. Metrowest Yoga T-Shirt
2. Metrowest Yoga Water Bottle
3. Yoga Towelettes

Shawn Shaw is the owner of Metrowest Yoga in Westboro and Worcester, Massachusetts. She developed the creative and challenging style of yoga called Myoga Hot Hatha that she teaches along with a fun, vigorous Vinyasa Flow style. She conducts workshops and teacher trainings.

Shawn is known for training teachers to teach with authenticity and open hearts. Shawn believes yoga is accessible to everyone, no matter what their limitations. Each posture and practice can be modified to allow students to develop a strong, safe yoga routine.

**Metrowest Yoga:** [www.metrowestyoga.net](http://www.metrowestyoga.net)

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**REGISTER:** [http://www.active.com/event\\_detail.cfm?event\\_id=2000644](http://www.active.com/event_detail.cfm?event_id=2000644)

## Thank you to our title sponsor Fit Werx!

In 2001, Fit Werx was the first company to combine the specialty fit and biomechanical knowledge found only at the very best bicycle-fitting studios with the products, selection, and mechanical approach only found at the very best bike shops. Their goal is to help cyclists and triathletes of all levels meet and exceed their goals through proper positioning and individualized product selection. They provide a science- and research-based approach to bicycle fitting and cycling products and do not subscribe to marketing and hype that is not proven. Fit Werx co-founder Ian Buchanan writes *Triathlete* magazine's "Tech Support" column and is the lead advanced fitting instructor for the most established bicycle-fitting institute in the world, the Serotta International Cycling Institute. Their lead bike fitter at Fit Werx<sup>2</sup>, Dean Phillips, is an advanced fit specialist, one of the most humble accomplished athletes you will ever meet, and a committed researcher on cycling-equipment performance. Between performance-based fitting methodologies and detailed real-world aerodynamic-product testing, Dean's 40-kilometer-time-trial time has dropped by three minutes in recent seasons. He currently holds multiple time-trial records on courses where the previous mark was set by riders who have either finished in the top five in the Tour de France or who wore the Stars and Stripes as the U.S. Pro Road National Champion during their career. The staff at both Fit Werx locations (Waitsfield, Vermont and Peabody, Massachusetts) will help you be the best you can be.



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