

IN THIS ISSUE:

[Signs Your Quads Need Work](#)

[Beginner's Corner: Adventures in Triathlon- How to Manager Family, Work, and Training](#)

[Mental Toughness Drill: Lose 3 LBS](#)

[Average Joe Tristories: Crazy Cold Water Experience \(Plus Seals\)](#)

[Tri Doc Advice: Quantity and Quality Matter- The Importance of Sleep to Triathletes](#)

[Wetsuit Giveaways at Every Race](#)

[Nutrition News: Water- It's Not Just for Race Day](#)

[Beginner's Need to Rent a Road Bike?](#)

[Surprises, Expectations and Shout-Outs for Sprint Tris](#)

[Win a Free Race Entry Contest](#)

[Triathlete Spotlight: Paul Martin](#)

[Max Featured in City Living Magazine](#)

[Escape the Cape Triathlon](#)

[Tri Lingo: Skull Cap](#)

[Max Partners With St. Jude for the Buzzard's Bay Triathlon](#)

SURPRISES, EXPECTATIONS AND SHOUT-OUTS FOR SPRINT TRIS

Whether you're an experienced triathlete or a beginner, surprises are bound to happen at Sprint Tris. Remember, the multisport life is for anyone willing and fit enough to give it a tri. So, although you largely compete with yourself, keep in mind there are another 600 or so on the course at the same time. Keeping this in mind will help you have a smoother, happier race and improve camaraderie and sportsmanship for the benefit of all.

What are some of the things that happen that you won't read about in training manuals and Triathlons for Dummies, etc.? In no particular order, here are some things that can help you "go with the flow" on race day:

Volunteers don't go to a MTV (Masters Triathlon Volunteering) training program

The reasons certainly vary for volunteers doing things for perfect strangers for nothing in return. They are instructed what to do but things happen to them too. They may briefly get in the way in a crowded Transition Area, fill up water cups a little late, forget to enthusiastically direct every racer to turn or not be able to answer all questions. But remember, they are giving up their free time to try and help you have a better race.

Every Age Group has a handful of very talented athletes

They're talented and dedicated. Why repeat the obvious? Because it's easy for competitive people to think "that if I race a great race, I could end up in the top 3 of my age group." Suffice it to say, that is more wishful thinking than practical thinking though. So, don't be disappointed if you look at the results page and still see you have room for improvement.

Racers will pass you with higher #s on their calf

Yes, that means they're older than you. Fitness levels, backgrounds, dedication levels, etc. vary at triathlons. So, take it in stride since you don't know any of the things about the "experienced" person who just left you in the dust. Or, dig a little deeper and see what happens for a while.

Mother Nature is the boss

Wind, heat, cold, white caps, drizzle, etc. can happen. Attitude is everything with things not in your control, so don't waste race energy on MN. Bring extra clothes or gear that can help you deal with tougher conditions.

Courtesy helps everyone enjoy themselves more

If you say things like "passing on the left," "thanks for volunteering," "are you alright?" you'll make others happy and most likely feel better about yourself too. After all, when the dust settles, you'll basically remember your sense of accomplishment and thoughts of how you communicated with 1,000 athletes and fans.

SIGNS YOUR QUADS NEED WORK

Myth Busters- Quad muscles are not important to excellent triathlon performance because of the power of your hamstrings.

Doubt it!

[Max's Featured Race of the Month: Mass State Triathlon](#)

[Great Training Songs](#)

[Now That's a Triathlete!](#)

[Max Praise](#)

[Sponsor Promotions](#)

Happy with your running speed/progress but not your biking? Wondering why you see lots of people stretching their quadriceps* but you're not? What's stronger for you – your hamstrings or your quads?

Your hamstring muscles are obviously critical to strong running & biking but so are your quads. Yet, your quads are often neglected in exercise routines. Here are some simple signs that your quads need more strengthening:

- Triathletes pass you going up hills like you're fixing a flat (but you're not)
- You can easily go higher RPMs in a hard gear *sitting than standing*
- Your knees hurt even though you don't run often
- You have trouble standing on your bike up hills or during spin drills
- You have trouble getting in a squat position (no weights) and holding it for longer than 1-minute
- Your hamstrings are tight way too much (i.e. working them instead of quads)

Chances are good that if you don't have a biking background, these signs point to needing more quad strength. So, here are some simple exercises to help you get there quickly:

- Focus on your spin technique on the bike – keep your legs close to the bike and pull-up on the pedals (don't just push them down)
- Do quad exercises 2-3x/week – squat and hold your body weight and lunges; progress to weights incrementally
- Single-leg drills – use just 1-leg on a bike trainer and build yourself up to 2-min spin sets with a fluid motion
- Stretch your quads – they can strengthen your muscles too - stand on 1-leg and pull foot to your butt with the other leg
- Periodically use weight machines at the gym that focus on your quads.

MAX FEATURED IN CITY LIVING MAGAZINE

Max Performance was featured in a recent issue of City Living Magazine!

The Fitness section recommends the Escape the Cape Triathlon on June 12th and the Massachusetts State Triathlon on July 18th.

WETSUIT GIVEAWAYS AT EVERY RACE

Just another reason to race with Max. We are giving away TWO Xterra Wetsuits to lucky random participants at EVERY Max Race in 2010!

Congratulations to Tina Runyan who won a wetsuit at the NE Season Opener on May 9th.

Sign up for a Max Race today for your chance to win!

BEGINNER'S CORNER: ADVENTURES IN TRIATHLON- HOW TO MANAGE FAMILY, WORK, AND TRAINING

Written by Alexis Rougas-Ermilio Owner Adventure Boot Camp, LLC and Certified Heart Zones Triathlon Coach

“Don't put off until tomorrow what you can do today.” OK, it's a cliché and hopefully I haven't scared you, but before I get into the meat of this article, I can't stress how important it is to prepare for your race.

How, you ask? SCHEDULE your training! We know when to be at work, what time to pick up our kids and when to watch TV. So set the DVR, get up off the couch and start training. By scheduling your training, not only will you prepare both mentally and physically for your race, but you will also reduce the risk of injury. Here's how:

1. Talk to your family and friends and ask for their support. Ask them to make a meal, drop off, and/or watch children for you.
2. Set the DVR. Use your workouts as a way to relieve stress.
3. Talk to your boss about flex time at work. This will allow you to come in late, take a longer lunch or leave early so that you can fit in a workout.
4. Schedule shorter workouts (intervals/weights) during your lunch hour.
5. Plan your bike rides before work. Not only will you avoid traffic, but you'll also be able to practice getting up early for race day.
6. Schedule your runs during team practices or games. Most spring/summer sports take place at fields with a nearby track.
7. Swim at night.
8. Make your schedule visible. Being reminded of your workouts and

ESCAPE THE CAPE TRIATHLON

ONLY 75 SPOTS LEFT!

SIGN UP TODAY!



June 12, 2010
Onset Village, Onset, MA

Sprint Tri: 1/3 Mile Swim,
10 Mile Bike, 3.1 Mile Run

Located just "Off Cape" this Triathlon boasts scenic views of the water, without the hassle of Cape traffic and bridges. With the transition area located at Onset Pier, overlooking Onset Bay, the race setting is picturesque and an ideal location for Triathlon. This inaugural race should not be missed!

[Click Here](#) for more info

BEGINNERS NEED TO RENT A ROAD BIKE?



Max has teamed up with Urban Adventours in Boston to offer discounts on road bike rentals.

9. Plan a fun, family event on your rest day. Turn the cell phones off and go to a park, museum or zoo. This is a good way to show your loved ones that they are still important and will allow everyone a break from the routine.
10. Workout with a partner or a group. Most training teams meet two times per week and provide a schedule for the rest of the week so that you know what workouts to do.

Have more questions or are you interested in training with a group? Call Alexis at 508.579.6064 or e-mail me at CoachAlexis@heartzonescoaching.com.



Written by Alexis Rougas Ermilio

CAR BIKE RACKS: WHICH SETUP IS RIGHT FOR YOU?

With the race season reaching full swing, it's always nice to stow your bike on top of your sedan or on the back hitch of your SUV. For those who have used bike racks carriers for years, you know what we mean. The days of removing your front wheel and squeezing your bike into the back seat can be messy (grease on your seat) and quite cumbersome. We'll profile the latest bike rack carriers for 3 different setups. Whether you're a seasoned vet looking to upgrade the old system or a newbie making a new investment, there's something out there for everyone:

Car Type: Honda Civic: **Yakima's KingJoe2** is a trunk mounted bike rack with stainless steel construction and fold down arms. It carries up to 2 bikes and is designed for frequent riders who want strong construction with a budget in mind. MSRP - \$135 (*It's always a good idea to add a few extra bungees or tie downs with this style of bike rack*).



Car Type: Subaru Outback: For the top mounted carriers, this setup is based on having factory side rails previously installed (running parallel to your car). You'll need the Railgrab Base System, 48" Crossbars, and **Yakima's Copperhead Bike Rack**. This base system retails for \$328. Want to add another rack for your significant other? Add \$99. Locks for the crossbars, so no one snatches your sweet ride: \$75.

Car Type: Ford Escape: So you want to hold 4 bikes for the whole family. Provided your SUV has a rear hitch mount, you can do just that. **Thule's 957 Parkway** is the least expensive way to add a Hitch Mount to your car. For added convenience, you may consider **Thule's 964 Revolver**, which swings away from the vehicle for full rear access of your trunk. This comes with a price tag of \$459.

Notes: Keep in mind all the sporting activities you enjoy when shopping for your new or updated bike rack system, as many will accept Kayak carriers, fishing rods, and cargo containers. With some modifications, you can easily turn your smaller Sedan into a full SAG vehicle at the Tour de France (*Well, maybe not that sophisticated!*). Consult your local sporting goods store for more detailed information on pricing and specifications.

Try it before you buy it!

Urban Adventours
103 Atlantic Avenue
Boston, MA 02110
(617) 670-0637

www.urbanadventours.com

TRI LINGO

Skull Cap

An insulated cap that looks like a pilot hat from a WW II movie. Really keeps your head warm and helps protect your face a little too. Your colored swim cap is put over top of the skull cap to race.

NOW THAT'S A TRIATHLETE!

"Guess I won't take 3 water bottles at the finish line again since I heard Max stationed a big bouncer there now. I just love their bottles though."

GREAT TRAINING SONGS

What makes them great? They either psych you up or simply make you feel good! *[Please don't wear headphones when you ride outside though!]*

- "Voodoo" by Godsmack
- "In My Head" by Jason DeRulo
- "Give It Away" by Red Hot

AVERAGE JOE TRI STORIES: CRAZY COLD WATER EXPERIENCE (PLUS SEALS)

One of Max RDs previously lived in Monterey, CA for a few years (not shabby). So, in preparation for one of the most fun triathlons in the country (Triathlon at Pacific Grove), we decided to take a swim in the Bay in Pacific Grove, the same location as the tri.

Since my visit was in October, our fundamental question was "what do we wear." The "hand in the water" test told us that in addition to our wetsuits, we needed booties and an insulated skull cap. Well, \$75 later, we were ready and we decided to jump in the water off a pier instead of walking in like prudent triathletes. Bad move. I screamed like someone who saw Freddie Krueger as the water felt like thousands of little needles on my face and hands. I also completely lost my breath, like someone knocked the wind out of me.

After about 5-10 freezing minutes, it was bearable and we settled in to actually go for a swim. The water was fairly dark and murky, typical Bay water. So, as I'm swimming, I'm trying to avoid typical shark thoughts since the Bay is basically the ocean. Plus, it's Calif. and its very cold water – two common shark favorite places. Then, whoosh, my eye catches a flash of something as it swims underneath me at warp speed. I stop, again let out a Freddie scream and shout for my swimming partner. He's about 10-0 yards away but doesn't hear me because of his swim cap & skull cap layers. I feverishly catch him with a flurry of strokes. He accordingly freaks out because I grabbed his leg and now we're both all worked up. Just as I'm explaining to him what I saw, a seal pokes his head up 5-feet in front of us. We let out a huge sigh of relief, although these creatures actual ly aren't so cute close up. Then we realize, we now have 3 shark favorites going on and pretty much simultaneously agree it's time to swim back to shore, seal partner and all.

Triathlon Takeaways

- Very cold water (55-60) takes your breath away. So, get use to the water way before the starter horn goes off or your first 20-yards will be extremely tough.
- Consider booties and a skull cap in 55-65 degree water temperatures.
- Do a little homework about your swim location prior to plunging in.
- Don't swim where seals abound.



WIN A FREE RACE ENTRY CONTEST

The first person to correctly answer the following question wins a **free race entry** for one 2010 Max Performance race – your race choice (excluding the NE Season Opener). All questions are triathlon related of course. Just reply to this email with your guess.

Name the male pro triathlete that a few Max RDs 'raced against' in prior years in several Olympic Tris.

Hint: The pro is now only 20 years old and beat Max RDs when he was 16. He also just won his 1st pro race.

April Winner:

Q: Max Performance was named after a dog of one of the Race Directors.

What type of dog is he?

A: Portuguese Water Dog



Chili Peppers

- "Bad Reputation by Joan Jett and the Blackhearts
- "Break Your Heart by taio Cruz featuring Ludacris
- "God Save the Queen" by Sex Pistols
- "Go With the Flow" by Queens of the Stone Age
- "Miss Independent" by Kelly Clarkson

Winner: Estelle Houde

Please Note: We had many correct answers but Estelle was the first!

MENTAL TOUGHNESS DRILL- LOSE 3 LBS

No, I'm not watching the Celtics game at a bar while I write this. Part of any self-improvement initiative is working on ways to increase your mental toughness. And pretty much the most effective way is through practice. So, how will losing 3-lbs. do that?

By focusing on "only 3-lbs.," you are practicing a habit that is very practical and short-term in nature. Short-term practices are important in building mental toughness because they're usually incremental in nature. Similar to training for longer periods of time - you build yourself up over time by executing on short-term goals. You also build confidence and realize it's easier to lose a few pounds than to "wait" until you need to lose 10, when the challenge can be more daunting. Then, if life or ambition demands a bigger dose of mental toughness, you have many small wins to draw upon.

Finally, think about what happens when you hit your goal. You'll probably want to lose another two to make it 5. Then you may say, "why stop now?..."

SUPPORTING CHARITIES

We hand picked a few to support their [causes](#) and allow participants to do the same. Hope you do!

Alzheimer's Association

St. Jude Children's Research Hospital

Prostate Cancer Foundation

Local YMCAs

Souls 4 Soles

TRI DOC ADVICE: QUANTITY AND QUALITY MATTER- THE IMPORTANCE OF SLEEP TO TRIATHLETES

All of us need to sleep. And, most of us lead very active lives, professionally and socially. What usually gets sacrificed because of these preferences – sleep!

But numerous sleep studies are turning up and indicating that sleep shouldn't be sacrificed so much if you want to perform well - anywhere, particularly in the multisport arena.



Sleep – essential to muscle recovery and a strong immune system

The deepness of the sleep fulfills an essential role in allowing the body's renewal process to occur. When we sleep, many metabolic processes occur through a series of hormone changes that result in an increase of blood flow to the muscles.

This process regulates the metabolic process and improves the immune response, which allows a mental and physical recovery.

Quality-depth matters because this is when hormones are most released. Disruption or shortage in quality sleep inhibits hormone release and recovery. Hormone release also facilitates fat utilization and protein synthesis.

Banking sleep hours

Many believe that sleeping less will make the body adapt to this new pattern. Many also think that sleeping later one day/week will enable them to bank the "extra hours," without hindering their physical and mental performance in between. Unfortunately it doesn't work that way. Sleep deprivation harms the body and interferes with its natural functions. There is no such thing as a savings account where sleeping more hours one night will compensate for the hours lost another.

How much or how deep?

It is beneficial to know how much sleep is necessary to satisfy your personal needs. For the majority of the age group athletes, a partial loss of sleep is common. Work and social activities usually cause an irregular sleeping pattern.

MAX PRAISE

"I felt the race was great and the venue was fantastic. I've been racing in triathlons since 2001. The staff and volunteers were helpful and informative both on packet pick-up and on race day. I like the out and back style of run. You can keep an eye on those who you are competing with. The tent festival area was great also. I also liked the inspiration booth you had for the kids to make signs

for their relatives competing. When the kids have something to keep them occupied it makes it much easier for those watching them and makes it more pleasurable for the kids during all the waiting time. Overall, the race was superior and I look forward to talking some more of my newbie friends into doing it with me next year. Folks who have not been exposed to the atmosphere that you have provided are in for a treat. It is such positively charged electric experience."

-Keith B.

Some people need only 6-hours of sleep to be fully recovered, while others need at least 9-hours every night. Many people go by the "8-hours is enough" rule of thumb. But what if you're a triathlete who makes exercise part of your daily life?

Basically, there is a huge variation in the *duration and depth* (i.e. quantity & quality) of each stage of sleep that each person requires for the activation and recovery process to occur. The deeper the sleep, the bigger the restoration and healing process of the mind and body. Sleep accelerates the recovery process, readying us physically and mentally for the challenges of working, training and competing.

Want to improve your sleep

- Take a warm shower and/or use relaxation techniques.
- Sleep in a quiet, well-ventilated and dark room, keeping a pleasant temperature that promotes your specific sleep temps. (e.g. 69F)
- Try to go to bed every night at approximately the same time. If you're more tired than usual, go to bed earlier to avoid waking up later than usual.
- Don't "dine after nine" – eat light meals at night and keep most food out of your mouth >9
- Find your sleep-time activity – for me it's reading a magazine in bed – out after 5-10 minutes. Yours may be watching TV or reading a book. Test some different ideas until you find ones that work (vs. stimulate you).

Solid sleep will help you in your training, allowing your body to receive new and higher training loads, reducing injuries, infections and overtraining. So, raise your sleep game and your triathlon will likely follow.

SPONSORS

[Active Recovery Boston](#)

[B&S Fitness](#)

[Clark Community YMCA](#)

[Hammer Nutrition](#)

[iRunLikeAGirl](#)

[Old Colony YMCA](#)

[v3 Multisport](#)

[Triathlete Sports](#)

[Westborough YMCA](#)

[Xterra Wetsuits](#)

MAX PARTNERS WITH ST. JUDE CHILDREN'S RESEARCH HOSPITAL FOR THE BUZZARDS BAY TRI

Max Performance has partnered with St. Jude Children's Research Hospital for the Buzzard's Bay Triathlon in September!

Facts about St. Jude Children's Research Hospital:

- St. Jude is the largest pediatric cancer research center in the world.
- St. Jude treats children without regard to race, religion, creed or ability to pay.
- St. Jude is the only pediatric cancer center where families never pay for treatments that are not covered by insurance, and families without insurance are never asked to pay.
- Research findings at St. Jude are shared freely with doctors and scientists all over the world.



Join the St. Jude Heroes team for the Buzzards Bay triathlon - a nationwide group of everyday athletes with a common goal of finding cures and saving children. Form a Heroes fundraising team comprised of friends, family or coworkers or sign up and raise funds as an individual Hero. Participate for those that can't- the patients of St. Jude. You will make a difference in the lives of children fighting cancer and other catastrophic diseases.

New England Patient Story



In September 2006, 21-month-old Kyla began vomiting and periodically suffering from high fevers. Gradually, Kyla began to lose the ability to walk and reverted back to crawling. Her mother, Courtney, was devastated, "I knew that Kyla had something serious." Kyla's condition began to worsen. Her weight started to decline, she would scream and thrash in her sleep.

Doctors ran a CT scan of Kyla's brain. Tests showed that Kyla had a tumor on her brain. The tumor was removed at her local hospital in Connecticut. Courtney then learned the tumor was ependymoma, a brain tumor mostly diagnosed in children under the age of 5.

Courtney began researching ependymoma and found that St. Jude Children's Research Hospital had developed a protocol to treat this deadly tumor. Courtney contacted St. Jude and Kyla was admitted immediately.

Kyla underwent an additional surgery at St. Jude to remove the remaining portion of the tumor. Afterwards, she began 6.5 weeks of radiation then was released from St. Jude in December 2006 with no traces of cancer. Kyla will continue visiting St. Jude for checkups for the next 15 years.

Today, Kyla is an active 5-year-old who enjoys swimming, going to the beach and dance class. Her mother feels indebted to St. Jude for saving her daughter's life. Courtney believes, "It doesn't matter if treatment is in your backyard or not. Go where a cure is possible. That's why I went to St. Jude."

For more information on how to become a St. Jude Hero and to register for the Buzzard's Bay Triathlon visit www.maxperformanceonline.com/buzzardsbayrace or www.stjudeheroes.org.

NUTRITION NEWS: WATER- ITS NOT JUST FOR RACE DAY

You've probably heard a few times how healthy water is for you. You've probably also heard "we're suppose to drink at least eight, 8oz glasses a day." Seem like a crazy amount? Here's why.



Water beats Fat

Most of us take water for granted but it might be the only true 'magic potion' for permanent weight loss and increased muscle formation. Our bodies need water to survive and there are consequences of not getting enough. Water suppresses the appetite naturally and helps the body metabolize stored fat. Studies have shown that a decrease in water intake can actually cause fat deposits to increase. This is because without water the kidneys can't function properly. If they don't work to capacity, some of their load is dumped onto the liver. One of our liver's primary functions is to metabolize stored fat into usable energy for the body. If the liver has to do some of the kidneys work it can't do its own work completely. As a result, it metabolizes less fat and more fat remains in the body, i.e. weight loss stops.

Water builds Muscle

Water also helps to maintain proper muscle tone by giving muscles their natural ability to contract and by preventing dehydration. Your muscles need electrolytes. Muscles are controlled by nerves and the electrical stimulation of nerves and contraction of muscles are the result of the exchange of electrolyte minerals dissolved in water. It's essential that you drink water for building muscle. Without enough water, your muscles are not getting enough

electrolytes.

Water oils the Engine

Water also helps out with the lubrication of your joints. Water is an ingredient in the makeup of the synovial fluid, which is the lubricating fluid between your joints. If your diet is lacking in water, even for a brief period, less fluid is available to protect your joints. As you add more exercise and stress to your body, the demands on the joints will increase. Adequate protective fluid is essential for optimum performance and to give longer life to your joints.

TRIATHLETE SPOTLIGHT

PAUL MARTIN

Profile- Over the years my day has morphed from full-time amateur athlete—racing for the US Disabled Cycling Team while simultaneously staying focused on triathlon—to a speaker and writer and primary care-giver of our two boys (third child, and last, coming in August).

The “beginning”- I started triathlons in 1995 as both something to do with my energy a couple years after college and also a way to challenge myself with my newly found physical form: a below knee amputee.

Athletic Interests- Ice hockey was, and remains, my favorite sport. Fun to watch, fun to play. I’ve traveled and played with the US Amputee Hockey Team from 2001-2005.

Triathlon Accomplishments- My first race did to me what it does to everyone else: I crossed the finish line and knew I could be better at every aspect of the race. So I raced again the next weekend! Last year was nothing to brag about as I’m on the downside of the speed meter. In 2005, however, at my ninth of ten Ironmans to date, I set the world record for leg amputees in Coeur d’Alene with a time of 10:09:17. My proudest athletic moment.

Motivation- Lifestyle, fitness and ice cream.

Goals for 2010- This year’s big goal is/was Comrades Marathon in South Africa, the “Ultimate Human Race.” This 56-mile ultra is the first and original ultra and I joined Team World Vision to personally generate 100 sponsorships of needy African children as part of the commitment. As I write this I have yet to go and am anxiously awaiting this soon-to-be life-changing experience.

Please share something fun about yourself- I’m a chucklehead at heart and have muffed up so many details in so many races over the years. From leaving my bike leg at home, to running barefoot because I forgot my run shoe at one of those separate transition races to pooping on the side of the road and waving to the others riding by.



Paul's new book "Drinking From My Leg: Lessons from a Blistered Optimist" will launch on June 23. Pre-order now at www.paulmartinspeaks.com and receive a signed copy of "One Man's Leg" for \$5, shipping included.



**Massachusetts State Triathlon
Sprint & Olympic Triathlons
Sunday July 18, 2010
Lake Dennison Recreation Area
Winchendon, MA**

*Sprint Triathlon: 1/3 Mile Swim, 10 Mile Bike, 3.1 Mile Run
Intermediate Triathlon: .9 Mile Swim, 21 Mile Bike, 6 Mile Run*

Lake Dennison Recreation Area includes 4000 acres of land with a clean, spacious body of water for swimming and tree lined park roads. The courses include rural and park roads with rolling terrain. 2008's race was selected by **USAT as Massachusetts Club Championship** and boasted some of the best age group and elite triathletes in the state. Come and celebrate the serenity of Lake Dennison Recreation Area in Winchendon, MA!

Some highlights include:

- **Saturday Night Pasta Party**- carb load and mingle with fellow triathletes the night before the race
- **Wellness Corner** - Chiropractor, Massage Therapist and a Nutritionist, pre & post-race help free of charge
- **Attention to detail** - via dedicated Max Race Directors on site and volunteers to help you race smooth
- **Certified Bike Mechanic** - support for pre-race, on-course and post-race needs
- **Inspiration Station** - all supplies are provided for a family member or friend to create a fun sign to help you notice them and get inspired at the same time!
- **Professional Photographer** to capture you in action
- **Safety** - police and volunteers at every bike and run turn! Lifeguards and safety boats along the swim.
- **Post-race feast** - free to all participants and a nominal fee to guests. Celebrate your accomplishment with some good food, friends and music.
- **Giveaways galore** - the race has been embraced by lots of local businesses, so they're showing appreciation with great freebies (random race #s selected).
- **Vendor tents** - hand-picked vendors that triathletes always relate to.

[Click Here](#) for more info and to register!

Hope to see you soon at the races!

*Be well,
Tim Richmond, RD
[Max Performance](#)*

10% OFF AT TRIATHLETE SPORTS



Specially for Max Performance Athletes- **get 10% off your total order!**

Triathlete Sports is one of the most comprehensive sources for swimming, biking, and running products. Whether you are an elite triathlete or a beginner looking to get your feet wet, Triathlete Sports can help you go the distance and reach your fitness goals.

www.triathletesports.com
Use Code: *MAXPROMO*

1st ANNUAL INN, HOTEL, & HOME TOUR

Sunday May 30, 2010
2pm- 4pm
Onset Village

Please join the Onset Bay Association in its' first annual Inn, Hotel, & Home tour. In collaboration with local realtors, inn keepers, and private owners, this free "Village Tour" will feature close to 20 properties open for the public to view. Immediately following the tour, Artisana will host a reception for all participants and light refreshments will be served.

So whether you are a potential buyer, renter, or just curious bring your walking shoes and be prepared to enjoy yourself! Maps of properties will be provided by OBA located at 4 Union Ave in Onset.

For more info contact the Onset Bay Association at 508-295-7072 or via email at onsetbay@capecod.net

ALL DAY TRIATHLON TRAINING CAMP

Sunday July 11th

8am- 4:30pm

Sharon High School/ Lake Massapoag

Sharon, MA

Join professional triathlon coach Shannon Porges for an all day triathlon training camp this summer!

The camp will offer lectures and actual practice in swimming, cycling, and running. The focus is on the biomechanics of each sport and teaching you the skills and drills to help with form and assessments. Athletes will also learn the basic principles of cardiovascular training, different ways to measure intensity and effort, and how to use a Heart Rate Monitor as a training tool.

Camp ends with a Q & A session.

Register by June 17th to get \$35 normal registration costs!

Click here for more info and to register:

www.heartzonescoaching.com/group-training-programs/shannon-porges/