

Be the Face of Active America

Competitor Magazine is participating in an online, nationwide survey to help show the spread of adult sports participation throughout the country. We hope to create a picture of an active America that shows how lifestyles have embraced the healthy, fitness-oriented aspect of sports. We're not looking for a lot of personal information, just a snapshot of the community that we're trying to serve through our magazine.

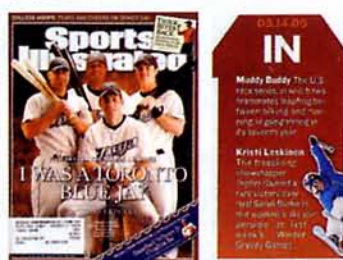
All you need to do is provide your name, age, town and state, occupation, education and activities that you like to do along with a quality digital photo (a head shot or action shot). The information will be used on our Web sites to highlight the variety of athletes and sports in this country. You will receive an e-mail when your shot appears so you can show your family, friends and training partners.

For additional information, to learn more about Generation-A (sponsors of the survey) and to take part in the survey, go to www.nsnewsletter.com/survey/gen-a/.

GREAT News, Muddy Buddy Fans!

According to the March 14 edition of *Sports Illustrated*—which has 3.2 million subscribers—the Muddy Buddy Ride and Run Series is definitely on the HOT list. The 2005 seven-city tour starts out June 12 in San Jose. Over 10,000 muddy buddies participated in the 2004 events.

Go to www.muddybuddy.com and sign up TODAY!



SmartWool Gives Back with Advocacy Program

Born of a desire to give back to the communities in which their customers and employees live, SmartWool Corporation has announced its new SmartWool Advocacy Program. The program is comprised of two separate funds: The SmartWool Advocacy Fund and the SmartWool Breast Cancer Fund. Grants ranging from \$500 to \$5,000 are available to qualifying non-profits.

The SmartWool Advocacy Fund (to be financed by 10 percent of net revenues of online sales from www.smartwool.com) seeks to help organizations that identify most closely with those important areas of interest best reflecting the SmartWool brand, including: promote environmental stewardship, promote active, healthy lifestyle choices for youth, and encourage responsible outdoor activity participation.

The SmartWool Breast Cancer Fund allows SmartWool to give to many organizations dedicated to this cause. It will be financed by two percent of net revenues of select SmartWool women's-specific socks (packages marked with a pink ribbon). Successful applicants will be those who: promote breast cancer prevention awareness/education, utilize environmentally friendly activities in the outdoors to raise money for breast cancer research, and support families of women battling the disease or families who have lost a loved one.

The SmartWool Breast Cancer Fund SmartWool encourages all interested non-profit organizations to download grant guidelines and applications at <http://www.smartwool.com/advocacy>.

The Total Triathlon Almanac-5



Contributors include Mark Allen, Eric Bean, Thomas Hellriegel, Jay Leutner, Dr. Phil Maffettone, Paula Newby-Fraser, Seppo Nuuttila, and Dave Scott. It also includes motivational full-page color pictures of world-class triathletes in full racing action by the Official Ironman Triathlon Photographer.

The Total Triathlon Almanac-5 by Tony Svensson (Trimarket, March 2005, \$18.95) is a comprehensive logbook and basic training primer. You will learn from world-class triathletes and triathlon authorities how to:

- Prevent burnout and injury
- Live healthier and race faster
- Train with a heart-rate monitor
- Improve your strength, speed and endurance
- Assemble the building blocks of a training program
- Prepare, taper and peak for a race of any distance
- Develop your own barrier-breaking mental training program called "Mind Power."

Voice Your SnowSports Opinion

Are you an active participant in skiing, snowboarding or snowshoeing? Would you like to help shape the way those sports develop? Then become a member of the SnowSports Consumer Panel. The online panel, which is being organized by SnowSports Industries of America (SIA), seeks the help of winter sports enthusiasts to offer their views on the state of the sports. If you're chosen for the panel, you'll receive an invitation via e-mail six to eight times a year to fill out a survey. Once you register, each survey will only take about 10 minutes to complete. None of your personal information will be shared with any company or other organization. Your responses to the surveys will directly influence winter sports manufacturers decisions on product design, new products, advertising and more. Plus, by participating on the panel, you can be entered to win prizes from the winter sports industry. SIA is a national, not-for-profit trade association that represents winter sports companies. It helps track and deliver information on the \$2.2 billion snowsports industry.

For more information or to join the panel, visit www.snowsportspanel.com.

Cassidy's Massage Offering Pre-Paid Messages

Recovery begins the moment you cross the finish line. Getting a sports massage after a race is one of the best ways to speed up recovery. Now Cassidy's Massage Clinic (CMC) is making it easier to get your sports massage with online-prepaid registration. No more worries about where to stash your cash or waiting in long lines. Participants who prepay will have top priority at selected sporting events by using CMC's highly secured online registration. CMC has also partnered with KOZ Enterprise so that athletes who register for a race on KOZ Enterprises' Web site will have the option of purchasing a massage online.

For more information about prepaid massage registration, call Cassidy's Massage Clinic at 858-450-4456 or visit www.cassidysclinic.com.



Meet People Who Play the Sports You Love

VAVi Sport & Social brings together professionals in San Diego through a variety of sports leagues, social events, weekend vacations and volunteer opportunities. It offers you the chance to play the team sports you love, meet people who share similar interests and help build social and professional relationships. VAVi allows you to sign up as a free agent (by yourself), with a small group, or sign up a whole team. It has pictures, game results, schedules and more—all online.

Visit www.govavi.com and click on FREE MEMBERSHIP for event updates.

Love to Swim, But Hate the Chlorine?



TriSwim products are a new generation of hair and skin care solutions. The upscale sports care line is for people who love to swim, but dislike the effects of chlorine. TriSwim's innovative products, designed by triathletes, are formulated to gently remove chlorine and chlorine odor while cleansing and moisturizing. The shampoo and body wash contain organic aloe vera, vitamins A & E, and pro-vitamin B5 to help restore nutrients. TriSwim's ultra hydrating lotion is the only lotion on the market designed to gently remove chlorine odor while replacing with a refreshing citrus scent appealing to both men and women. The 8-oz. flip-top tubes of shampoo, body wash and lotion retail at \$9.99 each.

For more information and where to buy, go to www.tri-swim.com.

Custom Apparel from Rising Sun Gear

Based in Thailand with offices in the U.S., Canada, Japan and Australia, Rising Sun Gear (RSG) is making a move into the custom apparel industry, specifically focused on the ever growing U.S. market. RSG started in 2002 with a basic triathlon line and small bits of custom orders. With the availability to access the best performance fabrics through the mills in Asia and the ability to manufacture there as well, RSG can offer quality garments at incredible prices. Their gear includes fully sublimated cycling jerseys, shorts, socks, hats, and just about anything else. Events with custom RSG apparel include NORBA, Tri-California, New York City Triathlon, Boston Marathon and more.

For more information, go to www.risingsungear.com or call 707-766-6986.