



Absolute Triathlon Coaching
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Press Release

March 15th 2011

For immediate release

Absolute Triathlon Coaching launch exclusive Race Team

Midlands based Absolute Triathlon Coaching will be officially launching their brand new Race Team on Saturday March 19th at the Dambuster Duathlon taking place at Rutland Water.

The race team is a new initiative from Absolute and is open to all their private coaching clients, regardless of ability, and will provide athletes with a comprehensive the support package usually only associated with professional race teams including sponsored race kit, sports testing, training days, physiotherapy support and injury rehabilitation.

Head Coach Steve Lloyd said “We are constantly looking at ways to add value to our clients’ experience of triathlon and have been developing the Race Team project for some time working with potential partners and sponsors. We’re excited about making this fantastic opportunity available to all our clients especially as it will be incredibly motivating for our novice athletes to have this level of provision.”

The race team athletes will also be invited to exclusive, complimentary training days where they can access a full range of services including swim analysis, drill and technique sessions for running, bike skills and injury prevention sessions delivered by physiotherapists.

Absolute Coach Nick Dunn commented “We have already completed two successful training days at Nottingham University prior to the launch and plan to repeat them every few months. With the race team launching imminently it was essential to get everyone talking together and bonding as a team. The great thing about these days is that our clients range from novice to successful age group triathletes so they can be really inspirational, in fact a few of our clients will go elite shortly.”

Although the basic benefits can be accessed by all, athletes competing at a high level will be rewarded with a premium package of additional sponsored support, details of which will be announced shortly.

Absolute's bespoke coached programmes start at just £60 per month and all distances and standards are catered for. For more information please contact Jayne Lloyd on 0115 9607912 / 07795 342639, e-mail jayne@absolutetri.com or visit www.absolutetri.com

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Notes:

Absolute Triathlon Coaching was established in 2004 by Level 3 Triathlon Coach Steve Lloyd. The company has helped numerous triathletes and duathletes over the years achieve their personal goals through bespoke training programmes and 1-2-1 sessions. Steve also launched a hugely successful triathlon club in Nottingham in 2009 with the primary goal of introducing more children and young adults in to the sport. The club now boasts over 180 adult & junior members with 40 of them aged 8 – 16 years; they have subsequently developed a second club in Worcester. Both clubs are operated on a not-for-profit basis.

Steve Lloyd

Age group triathlete Steve is a highly qualified and experienced British Triathlon Federation (BTF) Level 3 Tri Coach, ASA Swim Teacher and a Strength & Conditioning Coach.

As well as being a professional freelance coach Steve is also Head Coach for Absolute Triathlon Club in Nottingham & Worcester, Regional Head Coach for the British Triathlon Federation (BTF) in the West Midlands and a Coach Educator & Assessor.

As an athlete Steve competes at Sprint and Olympic distance and qualified for the 2010 age group European Triathlon Championships held in Ireland.

Nick Dunn

Nick works full time in the sport & fitness industry and is a very popular coach and fitness trainer as well as being a hugely talented triathlete.

As well as competing at a very high level (Nick raced in 2010 at several elite national races as well as for the age group Great Britain team) Nick is a Level 2 Triathlon Coach, REP's Level 3 Personal Trainer, Nutritional Advisor, Sports Massage Therapist and holds a Sports Science Degree. His passion is triathlon and helping other people achieve their own triathlon related goals – whether this be completing a first race or trying to qualify for a specific race.

Nick was the 2009 ITU Age Group World Champion, the British Triathlon Male Age Group Triathlete of the Year (2009) and the Triathlon 220 Age Group Triathlete of the Year (2010).