



NEWS RELEASE

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Chris Carmichael Leads GU-Energized Kona Ride

***Time-Crunched Cyclist* Author Tour Touches Down on the Big Island**

Colorado Springs, CO – Carmichael Training Systems today announced a group ride and book signing appearance to be held during Ironman race week in Kona, Hawaii (details below). The events are scheduled as part of a nationwide author tour in support of Chris Carmichael's newest book: *The Time-Crunched Cyclist*.

Carmichael, the personal cycling coach to Lance Armstrong and the founder of Carmichael Training Systems, is the author of the newly-launched *The Time-Crunched Cyclist: Fit, Fast, and Powerful in 6 Hours a Week*. Carmichael's island visit is timed to coincide with the Ironman World Championship event in early October in Kailua-Kona. Carmichael and his staff of premier coaches will be on hand throughout race week to support age-group CTS Athletes as well as three Ironman World Champions, including defending Ironman World Champion Craig Alexander.

Carmichael's new book presents busy athletes with a new and time-efficient way to achieve competitive fitness and power through detailed training plans, case studies, nutritional guidelines, and proven success stories.

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The group ride will highlight products from GU Energy Labs, the Official Nutrition Supplier to Chris Carmichael and Carmichael Training Systems. Participants will be treated to an array of GU Energy Gels, Chomps Energy Chews, GU Electrolyte Brew and GU Recovery Brew.

Triathletes and cyclists of all abilities are welcome to join the 2-hour ride, scheduled for Wednesday morning, October 7th. The ride is open to the public and will leave promptly at 8am from CTS' Kona headquarters at 78-6620 Ali'i Drive (just past the 4.5 mile marker). Riders are invited to congregate, beginning at 7am, to enjoy freshly brewed coffee (courtesy of Coffees of Hawaii), load up on GU nutrition and hydration products and chat with representatives from both CTS and GU.

The book-signing event will take place at 2pm on Thursday, October 8th, at Bike Works II in the Kona Inn Shopping Village, 75-5744 Ali'i Drive, downtown Kailua-Kona. The event will feature a presentation by Chris Carmichael, followed by a book-signing and product give-aways from GU.

Carmichael's tour will continue to Dallas, Houston, Austin, Phoenix, Tucson and the San Francisco Bay Area. Tour venues will include bicycle retailers, triathlon clubs and corporate appearances at Kaiser Permanente.

For more information regarding The Time-Crunched Cyclist, please visit www.trainright.com.

About Chris Carmichael

Chris Carmichael was an Olympian and a professional cyclist before beginning his career as a coach, best-selling author, and entrepreneur. He has coached seven-time Tour de France Champion Lance Armstrong since 1990, was recognized as the U.S. Olympic Committee Coach of the Year, and was inducted into the U.S. Bicycling Hall of Fame in 2003. For more information, please visit www.trainright.com.

About GU Energy Labs

GU's original Energy Gel was launched in 1994 in Berkeley, CA. To this day, GU remains the market share leader and the premium gel available to endurance athletes, GU's product line is designed to provide athletes with scientifically-proven, performance-tested nutrition. For more information about GU, log onto www.GUenergy.com.

