

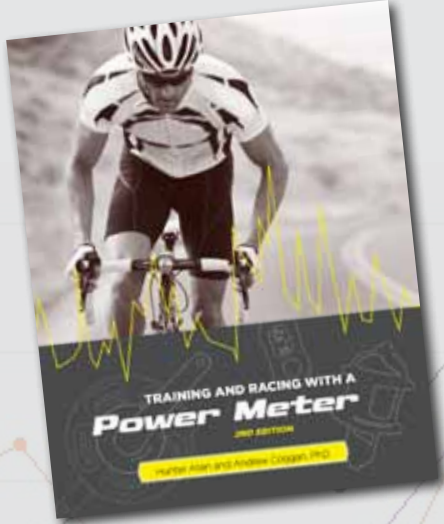
POWER IN NUMBERS

Nothing unlocks speed and endurance better than training with power!

HOST A HUNTER ALLEN, TRAINING AND RACING WITH A POWER METER POWER SEMINAR AND BOOK TOUR

Power is the hottest thing in **cycling and triathlon** training today! Have your shop or club host a Hunter Allen Training and Racing with a Power Meter Seminar and Book Signing this summer.

- ⇒ Hosting this Power Training Seminar and Book tour will help your shop attract new customers while building loyalty with existing ones by hosting the expert in power training
- ⇒ Help cyclists and triathletes understand what is training with power and why should they be doing it
- ⇒ Educate and train your sales staff on power meter devices and power training methods, helping them improve your customer satisfaction.
- ⇒ Book ordering; no minimums, 50% discount on orders of 15 or more, full refund for unsold books. Visit <http://www.velopress.com/shops.html> for more information.
- ⇒ Book Tour event include seminar, book signing and group bike ride with Hunter Allen
- ⇒ Special Price \$250 - \$750 based on venue



Hunter Allen
Co- author of
"Training & Racing
with a Power Meter"

Hunter is considered one of the world's top experts in training with power meters. He is the co-developer of TrainingPeaks WKO+, software which he has used to analyze over 3,000 power meter files. Allen is a USA Cycling Elite Coach and is working with USA Cycling to develop certifications for coaches who want to better incorporate power in training.

Host a Hunter Allen Book Tour Event!

The top expert in training with power is looking for bike and tri shops to host book tour events this summer and fall. This unique marketing opportunity will improve your consumers understanding of power devices and power training while you sell the new Training and Racing with a Power Meter from the guy who wrote the book on power training.

To Host a Book Tour Event Contact: **Becky Lambert (540) 587-9025 or Becky@peakscoachinggroup.com**

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