

FOR IMMEDIATE RELEASE



NATIONAL ACADEMY OF SPORTS MEDICINE AND IRONMAN U TEAM UP TO PROVIDE NASM TRAINERS TOP ENDURANCE SPORT COACHING CERTIFICATION

IRONMAN U Coaching Certification Program approved for up to 1.4 Continuing Education Units

TAMPA, Fla. (May 4, 2016) – It was announced today that IRONMAN and the National Academy of Sports Medicine (NASM) are teaming up to expand the sport of triathlon through IRONMAN U™. This innovative online education and coaching certification platform offers instruction for coaches and endurance athletes of varying skills and abilities. Personal trainers that are certified by NASM will now have a unique opportunity to introduce their clients to triathlon, expanding their existing strength and conditioning fitness programs into sport specific training plans.

“At NASM we strive every day to help people live healthier, happier lives by certifying what we believe are the best educated, trained and prepared fitness professionals on the planet. IRONMAN U truly exemplifies that vision,” said Andrew Wyant, President of NASM. “We’re confident trainers and triathletes alike are going to benefit greatly from this exciting new partnership.”

NASM worked with IRONMAN in the creation of the Strength and Conditioning module contained in the IRONMAN Coaching Certification Program. In addition, IRONMAN U has been approved by NASM as a certified Continuing Education Unit (CEU) Provider for its recertification requirements.

“We are thrilled that NASM considers IRONMAN U and the IRONMAN Coaching Certification Program to meet its high standards of a Continuing Education Unit Provider for its certified trainers. Triathletes spend between six and nine months preparing for an IRONMAN or IRONMAN 70.3 event. We believe that working with NASM certified trainers who utilize IRONMAN U will provide athletes with the best possible opportunity to have a successful race,” said Andrew Messick, Chief Executive Officer for IRONMAN. “We look forward to working with NASM to develop the sport of triathlon and reaching out to a new generation of athletes.”

Currently, coaches who are Personal Trainers certified by NASM are required to recertify every two years by completing 20 hours of continuing education (2.0 CE units) that focuses on increasing their knowledge, skills, and abilities. For trainers looking to fulfill this requirement, the IRONMAN Coaching Certification Program is approved for 14 hours (1.4 CEUs) towards recertification.

The core curriculum of the IRONMAN Coaching Certification program is delivered through 11 modules which include topics focused on successfully coaching and training the endurance athlete. These topics range from IRONMAN® history, coaching philosophy, the development of training plans, event preparation, to swimming, biking, running, strength and conditioning, understanding exercise science, and sports nutrition. In addition, specialized modules on swim and run form analysis are currently being developed and will be available later this year.

The basis for the curriculum is the collaboration of subject-matter experts as well as six IRONMAN U Master Coaches with extensive endurance sports background and knowledge, who are regarded as leaders and legends in the sport of triathlon. They include Mark Allen, Matt Dixon, Troy Jacobson, Paula Newby-Fraser, Dave Scott and Lance Watson.

More information on IRONMAN U can be found at <http://university.ironman.com>. Program inquiries can be directed to university@ironman.com and frequently asked questions can be found at <http://university.ironman.com/content/frequently-asked-questions>. For more information on the IRONMAN brand and global event series, visit www.ironman.com. Media may contact press@ironman.com.

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About IRONMAN

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, Iron Girl®, IRONKIDS®, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than 680,000 participants annually the benefits of endurance sports through the company's vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 260 events across 42 countries. For more information, visit www.ironman.com.

About IRONMAN U

IRONMAN U™ is an innovative online education and certification platform that offers instruction for coaches and endurance athletes of varying skills and abilities. It features coaching certification, coach matching, coaches' forums and clinics. This new global standard for endurance sports training and education will be focused on fostering a community of well-trained coaches and athletes who are better prepared to handle the physical and mental challenges of endurance events. For more information, visit <http://university.ironman.com>.

About NASM

Since 1987, the National Academy of Sports Medicine (NASM) has been a global leader in providing evidence-based certifications and advanced specializations for fitness professionals. In addition to its NCCA-accredited Certified Personal Trainer (CPT) exam, NASM offers a progressive career track with access to Continuing Education Units (CEUs) and specializations including the Corrective Exercise Specialist (CES), Fitness Nutrition Specialist (FNS) and Performance Enhancement Specialist (PES). Academic institutions nationwide incorporate NASM's leading fitness content into curriculum as part of Certified Personal Trainer courses, and bachelor's and master's degree programs. The vision of NASM is to empower fitness and wellness professionals, supporting them in their goal of motivating clients to lead healthier lives.

To learn more about NASM, visit www.nasm.org or call 1.800.460.NASM. For news, industry insight and promotions, follow us on [Facebook](#) or [Twitter](#).