

FIRST ENDURANCE

Sponsored Triathlete Heather Gollnick wins Pucon 70.3



Jan 20th, 2008 – Pucon, Chile –First Endurance sponsored triathlete Heather Gollnick wins the first big ½ Ironman of the year. Following a rough swim and rough roads, Gollnick found herself six minutes behind going into T2 with only the ½ marathon remaining to race. “Being this far behind, my mindset was WIN or crash and burn.” Gollnick posted the fastest run of the day 1:20 en route to her first victory of the year. “The 70.3 in Pucon was my first race since using the new Optygen HP. This product is a true success!! My victory in Pucon is direct proof,” Gollnick also depended heavily on the EFS bars to fuel her for this race “It was hard to find foods to fit my unique diet while in Chile where I speak little Spanish and a variety of Gluten Free food were difficult to find. Fortunately I had a box of First Endurance EFS bars that fueled my way to a 70.3 Pucon Victory!!”

Gollnick is in the prime of her racing career and manages the IronEdge Ironman camps.

- 5x Ironman Champion
- 2007 Ironman Arizona Champion
- 2007 Ironman Louisville Champion

Pucon, Chile 70.3 results

1st	Heather Gollnick	USA
2nd	Lindsey Corbin	USA
3rd	Tereza Macel	CZE
4th	Barbara Buenahora	ARG
5th	Paula Salazar	CHI

About First Endurance:

First Endurance proudly sponsors Michael Lovato, Josiah Middaugh, Heather Gollnick, Greg and Laura Bennett, Seth Wealing and other top professional triathletes. These triathletes work closely with First Endurance on new product development. Input and trials from the First Endurance athletes are used to develop new products like PreRace, OptygenHP and the EFS liquid shot, which will be introduced in 2008.

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