

BEYOND THE IRON™

BY WAYNE KURTZ



A Training Guide
for Ultra-Distance Triathlons

MEDIA KIT



CONTENTS

About <i>Beyond the Iron</i>	3
Book Specifications.....	4
Press Release	5
Frequently Asked Questions.....	8
Testimonials	10
About Wayne Kurtz - Biography	16
Speaking and Presenting Proposal	18



GET READY TO TAKE ON THE ULTIMATE CHALLENGE

Beyond the Iron™ takes athletes interested in learning and training for Ultra-Distance Triathlons on a tour de force of the world of Ultra-Distance Triathlon endurance events. This in-depth guide provides a complete overview of what it takes to mentally, spiritually and physically prepare to cross the finish line; detail-by-detail descriptions of a proven training program; and most of all, insight and expertise given by author Wayne Kurtz, founder of RaceTwitch.com, who is also a devoted and enthusiastic endurance athlete who over the years has participated in dozens of these events worldwide.

Reading the book will be like you have Wayne right with you as your personal coach and trainer to provide endless encouragement, knowledge and guidance to ensure you learn the following:

- Race distances and specific circuit courses
- Practical and applicable training tips
- Detailed and in-depth daily training schedules
- Insightful Twitch Tips to provide insider knowledge and expertise
- Mental training tips to prepare your mind and spirit to cross the finish line

Beyond the Iron is the must-have guide to help prospective and current endurance athletes succeed at a sport guaranteed to test physical and mental limits. For more information, visit the website at www.beyondtheiron.com.



BOOK SPECIFICATIONS

Title: *Beyond the Iron*

Category: Non-fiction/Sports

Author: Wayne Kurtz

Publisher: 3L Publishing, Fair Oaks, CA

Phone: 916.300.8012

Fax: 916.726.2983

Email: info@3lpublishing.com

ISBN-13: 9780615436548

Pages: 254 pages

Release Date: February, 2011

Binding: Soft Cover Bar Coded: Yes

Retail Price: \$14.95

Book design by Erin Pace-Molina

Book cover photography by Gail Shoop-Lamy



PRESS RELEASE

FOR IMMEDIATE RELEASE

January 15, 2011

Contact: Michelle Gamble-Risley

Mobile: 916.300.8012

Email: Michelle.Risley@mcommunicationsinc.com

NEW TRAINING GUIDE PREPARES ENDURANCE ATHLETES TO SUCCEED AT ULTRA TRIATHLONS

***Beyond the Iron™** delves into physical, mental and spiritual requirements to prepare athletes to participate in the growing sport of Ultra-Distance Triathlons.*

February 2, 2011 – Imagine testing the limitations of your mind, body and spirit by swimming up to distances of 24 miles, biking 1,120 miles and running 262 miles. These are examples of the extreme miles required of athletes to finish what are called Ultra-Distance Triathlons, an emerging segment of ultra-distance endurance sports designed to challenge and test mental, physical and spiritual limits of participants.

The Ultra-Distance Triathlon's roots were formed from Ironman distance events where athletes desired to go further than the standard 2.4-miles swimming, 112-miles biking, and 26.2-miles-running. These early race challenges became the springboard for the Ultra-Distance Triathlon races that emerged from the imaginations, dreams and goals of athletes determined to test boundaries of their own physical and mental capabilities.

“Many Iron athletes began to ask, ‘What is next?’” said Wayne Kurtz, author of the new book *Beyond the Iron* and founder of RaceTwitch.com. “Once some athletes conquered the boundaries of marathons or Ironman-distance triathlons, they wanted to test their physical and mental stamina and endurance even further. These multi-sport events have actually developed from original Ironman Triathlon competitions into the Double Triathlon (since Ironman is now a trademarked name, the races cannot be named Double Ironman and are normally titled Double Ultra Triathlon”).

Today the most popular Ultra-Distance Triathlons consist of the following distances:

Double Triathlon – 4.8-mile (7.6Km) swim, 224-mile (360Km) bike, 52.4-mile (84.4Km) run

Triple Triathlon – 7.2-mile (11.4Km) swim, 336-mile (540Km) bike, 78.6-mile (126.6 Km) run

Quadruple Triathlon – 9.6-mile (15.2Km) swim, 448-mile (720Km) bike, 104-mile (168.8Km) run

Quintuple Triathlon – 12-mile (19Km) swim, 560-mile (900Km) bike, 131-mile (211Km) run

DECA Triathlon – 24-mile (38Km) swim, 1,120-mile (1,800Km) bike, 262-mile (422Km) run

Double DECA Triathlon – 48-mile (76Km) swim, 2,224-mile (3,600Km) bike, 524-mile (844Km) run

“The mental and physical endurance required to participate in such an event is very challenging — and for me what drives my passion and enthusiasm to participate in them,” said Kurtz. “Not all athletes will be driven to go ‘the distance,’ but for those who do, I want to teach them how to prepare and train for it.”

As a result, Kurtz has written a new and unique guide to Ultra-Distance Triathlons titled *Beyond the Iron*. “If you’re an athlete merely interested in discovering what Ultra-Distance Triathlons are all about; a coach who wants to help others learn to train; or an athlete who wants to train independently, this book will help you. As an experienced Ultra-Distance Triathlon enthusiast, I wanted to help guide other trainers and coaches, and current and prospective endurance athletes — and this book provides that kind of in-depth details.”

Beyond the Iron is available for sale on Amazon, *Beyond the Iron* website (www.beyondtheiron.com), and on the 3L Publishing website (www.3LPublishing.com).

About Beyond the Iron

Beyond the Iron is a simple and comprehensive training guide designed to provide prospective and current athletes with information on the Ultra-Distance Triathlon events, training tips, and schedules, and insider advice and insight. Author Wayne Kurtz, founder of RaceTwitch.com, is an experienced Ultra-Distance Triathlon athlete and passionate coach and supporter of the events. For more information, visit the website at www.beyondtheiron.com or www.RaceTwitch.com.

About 3L Publishing

3L Publishing provides unique publishing services that combine the best of traditional publishing with self-publishing services. Founded in 2009, 3L helps authors make their dreams come true of publishing fiction or non-fiction book with the help of their award-winning staff of editors, graphic designers and web developers. For more information, log onto the website at www.3LPublishing.com.



FREQUENTLY ASKED QUESTIONS

Q: What is *Beyond the Iron*?

A: A comprehensive training guide designed to help athletes learn tips and training programs, and create schedules to succeed in what are called Ultra-Distance Triathlons.

Q: What is an Ultra-Distance Triathlon?

A: A multi-sport event developed from the original Ironman competitions into the Double Triathlon (since Ironman is now a trademarked name, the races cannot be named Double Ironman and are normally titled Double Ultra Triathlon).

Q: What are the distances involved in an Ultra-Distance Triathlon?

A: The distances consist mainly of the following:

Double Triathlon – 4.8-mile (7.6Km) swim, 224-mile (360Km) bike, 52.4-mile (84.4Km) run

Triple Triathlon – 7.2-mile (11.4Km) swim, 336-mile (540Km) bike, 78.6-mile (126.6 Km) run

Quadruple Triathlon – 9.6-mile (15.2Km) swim, 448-mile (720Km) bike, 104-mile (168.8Km) run

Quintuple Triathlon – 12-mile (19Km) swim, 560-mile (900Km) bike, 131-mile (211Km) run

DECA Triathlon – 24-mile (38Km) swim, 1,120-mile (1,800Km) bike, 262-mile (422Km) run

Double DECA Triathlon – 48-mile (76Km) swim, 2,224-mile (3,600Km) bike, 524-mile (844Km) run

Q: Whom does the book benefit?

A: Current and prospective athletes who would like to learn more about the sport, and learn how to train and understand the mental and physical requirement to cross the finish line.

Q: The miles sound extreme, why would someone want to participate in this kind of physical and mental test?

A: Marathon runners and Ironman triathlon participants are often looking for a new challenge — something to take their mental and physical endurance skills to a new level. Ultra-Distance Triathlons provide a unique and unprecedented challenge for athletes who want to overcome the test to cross the finish line.

Q: You mention crossing the finish line as the goal, but isn't any competition about winning?

A: It's a competition definitely, but the extreme challenge to your mind, body and spirit is the real test. Athletes who actually finish an endurance event like an Ultra-Distance Triathlon can feel proud and accomplished to simply finish. So, it's not just about winning, but rather finishing and never quitting or giving up.

Q: Why did you write the book?

A: I found a lack of information available on how to train for an Ultra-Distance Triathlon. I wanted to fill that void with correct and insightful information direct from an athlete, coach and trainer who participated in these events. With all of my years of experience and my passion for the sport, I am uniquely qualified to help others with insight, guidance, knowledge, tips, and insight into training.

Q: Where can I buy the book?

A: It's available on Amazon, my website at www.beyondtheiron.com, and 3L Publishing's website at www.3LPublishing.com.



TESTIMONIALS

“Once you’ve run a marathon (or two), you start seeing things in a different perspective. What if ...? You get curious and motivated ... Wayne's book gives you lots of useful ideas, tips and good advice. After reading it you will feel like jumping into your sports gear and heading for your training in hope to reach your ultimate goal.”

- Judit Kulcsar, International Marketing and PR Manager, Budapest Marathon Organisation

“Today, the world's great adventurers look inward rather than outward for unexplored regions to conquer. Wayne Kurtz is such an adventurer, constantly chasing his own physical, emotional and spiritual capabilities to the very edge by tackling seemingly impossible feats of ultra-endurance. After years living in regions few dare explore, Wayne has returned with a map; this book is his invitation to view that map and chart the course to your own greatest adventure.”

- Will Laughlin, record-setting ultra-distance runner and founder of Nutrients.com

“Straight forward and informative, yet not without the love — the passion that is the race ... *Beyond the Iron* is not only user friendly, but good-guy friendly — like having your best friend walk you through it.”

- David Moreno, world-class yoga instructor, www.moryoga.com

“There is a quote that goes something like this: ‘If God invented marathons to keep people from doing anything more stupid, then triathlons must have taken him by complete surprise.’ I have heard this quote almost from the beginning of my running career and always found it funny. However, for as long as I had heard it, it felt outdated. You see, just the race I ever did of any note as an adult was a 12-hour race around a one-mile loop. I soon found there were tons of people taking God by complete surprise.

The marathon is quickly becoming the training run for many athletes as the springboard to ultra events. Multiple-day triathlons, while not the norm, are far more commonplace than one would think logic would dictate. As such, those people who are looking to take on the next ultimate challenge, which are growing in number each day, need a handbook that takes them through how to prepare and train for those events. Wayne’s book, *Beyond the Iron*, is that handbook. Filled with insight from a man who has accomplished what most can only dream, this is a book that should be on the training table of anyone hoping to go ‘beyond.’”

- Dane Rauschenberg, extreme athlete, author and speaker for “See Dane Run”

“An awesome reference for anyone interested in ultra-endurance-based events! Wayne makes the thought of multiple iron distance events seem within reach for us all!”

- Ray Zahab, adventurer and founder of impossible2Possible

“Don’t do an Ultra-Distance Triathlon before you’ve read this comprehensive, experience-based book. *Beyond the Iron* will save you from a lot of mistakes and double your confidence of a successful finish.”

- Matt Fitzgerald, senior writer/editor, Competitor Group, Inc.

“Wayne knows the true pulse of the ultra-distance industry. *Beyond the Iron* is a must-read for athletes who are looking, training for, and competing in ultra-distance races. This book offers a complete training program and advice to getting into and through some of the world's most challenging ultra-distance events. As a trusted colleague, I value his advice and wisdom and look forward to seeing more of Wayne in the news and in the record books. From the marathoner looking for the next distance challenge to the experience ultra-distance racer, this book must be on your book shelf!”

- Alix Shutello, publisher, *Runners Illustrated*,
www.runnersillustrated.com

“As an ultra-endurance athlete, coach and sport psychology consultant I'm intimate with the importance of building confidence through knowledge when taking on a new race project or wanting to up the ante in your existing program. By offering the intricate ins and outs of how to get to the start line of your chosen endurance endeavor, *Beyond the Iron* is an excellent launching point in building optimal confidence-building preparation. Thanks, Wayne, for offering this important book!”

- Terri Schneider, www.terrischneider.net

“Any individual looking to test their boundaries in the world of ultras, first needs to have the knowledge and support of a dedicated and passionate expert that has been through it. Wayne Kurtz is that man for you and his book, *Beyond the Iron* should be your bible.”

- Graeme Street, creator of Cyclo-CORE Training, owner of Cyclo-CLUB.com and the host of the Everyday Cyclist Podcast

“Ultra triathlons have always been a bit of a mystery for triathletes. Here Wayne Kurtz unravels the mystery and helps you get on-track for going really long.”

- Joe Friel, coach and author, *Triathlete's Training Bible*

“For many athletes, a marathon or an Ironman Triathlon is the ultimate endurance event. But for some people those distances are just not enough. Wayne Kurtz's book uses his years of competitive success and lessons learned to present training and racing tips for those who seek to go beyond the Ironman Triathlon. In the book, Wayne presents the history of ultra triathlons, information on how to do on race day(s) including how to select gear, race strategies, and injury prevention and visualization techniques. The book provides a roadmap of about what to do, and what not to do, in your quest for the successful completion of an ultra triathlon.”

- Joe Jurczyk, race director, Burning River, 100-Mile Endurance Run and founder, ULTRA discussion group

“I first got to know Wayne in 2006 at the inaugural 24 Hours of Triathlon. His perpetually sunny disposition revealed that he loved what he was doing and was doing what he loved. This attitude pervaded the race and proved infectious. In my experience, these are qualities essential to long-term success at Ultra-Distance Triathlons, as I hope you will discover for yourself!”

- Ian Adamson, 7x Adventure Race World Champion, 3x Guinness World Record Holder for Endurance Kayaking, 3x Eco-Challenge Winner, ESPN X-Games Gold medalist, and author *Runner's World Guide to Adventure Racing*

“Have you ever wondered if you have what it takes to complete what is sure the ultimate test of endurance, the Ultra-Distance Triathlon? In this thought-provoking, well-written and extremely comprehensive bible on how to train and race the ‘ultra’ distance, author Wayne Kurtz shares his unique insights and experience in a book that is sure to help the aspiring ultra-distance racer. You’ll learn how to deal with the enormous mental and physical demands of the distance — and enjoy the process!”

- Al Lyman, CSCS, FMS, creator of the functional strength and flexibility training system for runners-CORE (<http://runner-core.com>), and co-director of the Pursuit-Athletic-Performance Gait Analysis Lab. For more information, go to <http://coach-al.com>, or <http://pursuit-athletic-performance.com>

“Right out of the gates, Kurtz, lays down the groundwork for all of us who come to the point in our sporting career in which we ask the question, ‘What’s next?’ He embarks on a journey that illustrates what challenges lay ahead of ‘regular-distance’ events, wrapping the imaginations, dreams and goals of athletes determined to push their own physical and mental boundaries in with his passion for enduring the thrill of outdoor pursuits. Kurtz eloquently guides us through the process of making the transition from competing in events that we consider the norm to greater distance and modified format; all the while maintaining an excitement for the same sports that got us all started. Beyond the Iron is a must-have guide for any athlete aspiring to achieve the mental fortitude and physical conditioning that will bring us to that next level.”

- Joel Perrella, editor, *Breathe Magazine*, www.breathemag.ca

“Wayne and *Beyond the Iron* are both extraordinary. The talents, gifts and absolute grace make this book a journey we should all read and share.

As a coach and endurance athlete myself, I have great respect, admiration and gratitude for Wayne and all he does to make the world a better place to live. Blessings!”

▪ Lisa Smith-Batchen, www.dreamchaserevents.com,
www.runhope.com

“For the person entertaining the challenge of going beyond the Iron-Distance, you probably know what it means to make a game plan. Wayne has taken his extensive knowledge in the art of Ultra racing and passed it on in a concise format laced with some entertaining history about multi-sport. Because Wayne is able to refer to his own experiences, the reader is able to gain a perspective not achieved elsewhere, and hopefully learn from Wayne's own trials and tribulations. This is a must read for anyone preparing to step up to the next level.”

▪ Dean Warhaft, Endurance Traveler



ABOUT THE AUTHOR



Wayne Kurtz

I have a lifelong passion of racing in various endurance sports throughout the world. I continue to search for unique races to add to my calendar each year. At the time of writing, 2010, is my silver anniversary of racing (25 years). My specific interests include triathlons, running races, cycling races and snowshoe racing at various distances.

I compete extensively in ultra-distance events: Double, Quintuple, DECA Ironman Triathlons, and 100-mile and multi-day running events. The events, traveling memories and lifelong friendships that I have experienced through the endurance-racing community, have been so valuable in my life.

The ongoing challenge endurance athletes experience is finding specific races throughout the world within one resource/website. The normal process is to search various websites, magazines and Google for specific races. The result is a time-consuming endeavor. The goal of my company, RaceTwitch.com, is to provide a solution to this "searching" problem. It is the world's largest, free, online, multi-discipline international racing resource. The uniqueness of RaceTwitch.com is the functionality of sharing registered users' feedback from race reviews and specific recommended races

based upon their interests and racing profiles. Additional resources include the popular blog — Endurance Racing Report (www.enduranceracingreport.com) — worldwide endurance race profiles for race directors and athletes.

Also, RacePeak.com is a comprehensive training resource for athletes. As a Certified Performing Edge Mental Training coach, I offer athletes methodology on mental training, specific action oriented formalized plans to ensure that it becomes as important as the weekly physical workouts.

Through all the RaceTwitch.com resources, I want to share with the worldwide endurance sports racing community a value-based, user-friendly race resource to enhance their experiences.



SPEAKING AND PRESENTING

Wayne Kurtz, founder of RaceTwitch.com and author of the new book *Beyond the Iron*, is a 25-year veteran of endurance sports races, specializing in Ultra-Distance Triathlon training and preparation. He provides expertise, advice and assistance to help athletes understand and prepare to train and participate in Ultra-Distance Triathlons. He is also an accomplished speaker and presenter. To request his appearance as your guest or keynote speaker, please send an email to Michelle Gamble-Risley, publicist, *Beyond the Iron*, to michelle.risley@mcommunicationsinc.com.

Beyond the Iron – Life’s Lessons in Competing in Ultra-Distance Triathlons

During this presentation geared toward race directors and athletes, Wayne Kurtz reviews important lessons he learned over the years as he has trained and participated in numerous endurance sports. During this presentation, he will discuss:

- Key essentials to preparing the mind, body and spirit to succeed at endurance events
- His most profound and personal lessons learned
- Stories around his experiences with the races and the bonds and lifelong friendships formed
- His most important advice to athletes is to make it a fantastic and memorable journey

Beyond the Iron – Stepping Outside Your Comfort Zone to Push the Limits

This presentation is also geared toward coaches, race directors and athletes ready to “go the distance” and push their minds, bodies and spirits beyond anything they thought possible and cross the finish line. Join Wayne Kurtz as he discusses:

- Overall strategies, mindsets and training programs to help athletes succeed in finishing
- Strategic planning, goal setting, and mental attitudes required for your success
- Insider tips to help athletes overcome hurdles during the race

Beyond the Iron – Mental Training Plans for Exceptional Results

This presentation is geared specifically for athletes to help them design a plan guaranteed to help them cross the finish line — and feel great the entire event. Wayne Kurtz will review his personal insight and advice to help athletes create a custom training plan and program that works. In this presentation, he highlights:

- How to create mental training strategies to meet individual needs
- Advice, tips and a plan to stay on target to achieve the goal
- The value and importance of getting your mind in a positive place
- How to overcome and avoid mental stress during the race

Beyond the Iron – Goal Setting to Achieve Maximum Results

This presentation is designed to help race directors, coaches and athletes design an Ultra-Distance Triathlon race plan. Wayne Kurtz takes the audience beyond basic concepts such as simple goal setting. Applying his years of experience participating in endurance sports throughout the world, Kurtz walks the audience through the necessary steps to create and design a plan that works. During this presentation, he reviews:

- The overall value and benefit of creating a personalized training plan
- The principles and steps involved in creating a winning plan
- Techniques, strategies and tips to make your plan a success
- Specific advice on how to manage, adjust and update your plan