



2008 IPF MASTERS WORLD
POWERLIFTING CHAMPIONSHIPS
PALM SPRINGS, USA
www.mastersworlds.com

2008 IPF MASTERS WORLD POWERLIFTING CHAMPIONSHIPS STORY IDEAS

Powerlifting vs. Olympic Weightlifting – Distinct from weightlifting, a sport made up of two lifts: the Snatch and the Clean-and-Jerk, where the weight is lifted above the head, powerlifting comprises three lifts that are more commonly seen at your local fitness center and gym: the Squat, Bench Press and Deadlift. How are the two sports similar or different?

Day in the life of a Masters powerlifter – Discover that these world-class athletes are medical doctors, scientists, judges, professors, law enforcement officers, military veterans, C.P.A.s, non-profit executives and successful business owners. See what his/her daily life is like in and out of the gym.

Technology – How are computers used in competition? In addition to the growing online interest and access to the championship web site www.mastersworlds.com, computers play an increasing role in executing the competition at a world championship. Computerized scoring and timing and even programs which graphically display how the weights should be loaded on the bar accelerate the speed of the competition and help to enhance the competition experience for the audience.

Judging system – The sport of powerlifting is not just about lifting heavy weights. There is a technical standard by which each lifter must perform the lift to receive approval by majority decision from the three sitting international referees. Learn why this judging system has been implemented. What do the referees look for?

Drug-Free Competition in Powerlifting – The International Powerlifting Federation (IPF) adheres to the anti-doping code of the World Anti-Doping Agency (WADA). The purposes of the World Anti-Doping Program and the Code are to protect the athletes' fundamental right to participate in doping-free sport and thus promote health, fairness and equality for athletes worldwide. The IPF's commitment to the WADA code advances its continuing efforts to eradicate the use of performance enhancing drugs in the sport of Powerlifting.

Medical – A team of healthcare professionals, led by Championship Medical Director, Bernie Miller, DC will support the 2008 IPF Masters World Powerlifting Championships medical operations, caring for some of the world's most elite athletes. They will create an emergency action plan and provide first-response capabilities on site to manage any injury or emergency.

Hosted by USA POWERLIFTING
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Qualification – Steps members of the U.S. team have taken to qualify for the world championships.

Older powerlifters stay competitive – How older powerlifters are now lasting longer in the sport, many competing well into their sixties and beyond.

Outsiders look into powerlifting – How people who are not familiar with the sport are learning and experiencing a new sport.

Brawn vs. Brain – One member of the US team is a former Supreme Court Justice in the state of Washington.

Volunteer Experience – It takes over 100 volunteers to make this event happen. Volunteers have been lined up for months to take part in the production of this event. Many are powerlifters, referees, or coaches themselves.

PALM SPRINGS SPECIFIC

Previous Powerlifting Events – Palm Springs hosted the USA Powerlifting Men's Masters National Powerlifting Championships in 2005 at the Palm Springs Riviera Resort.

Preparations – Promotional posters in local businesses and a street banner on Palm Canyon Drive welcoming participants from over 30 nations will go up as the city prepares for the arrival of the championships.

Community – A reader's guide to schedules, events and opportunities for all ages to take part in this unique event.

CALIFORNIA SPECIFIC

California's Own Masters World Champions – California is home to many IPF Masters world champions including multi-world champions and record holders Robert Cortes of Garden Grove, Sam Alduenda of Palos Verdes Estates and Mike Hara of Folsom, CA.

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