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MEDIA ADVISORY

WORLD'S BIGGEST AND MOST PRESTIGIOUS MASTERS WORLD POWERLIFTING CHAMPIONSHIPS NEXT WEEK IN PALM SPRINGS

Helpful background for media attendees and phone interviews

PALM SPRINGS, CALIFORNIA (September 26, 2008) - The bar will be loaded, the lifter will approach the platform with focused intensity, and the first weight will be lifted on Tuesday, September 30 to open the week long 2008 IPF Masters World Powerlifting Championships presented by CON-CRET.

More than 250 athletes, men and women, age 40 years and older from over 30 nations will compete to earn the gold medal and help their national teams be crowned world champions. The Palm Springs Convention Center will provide the perfect conditions and atmosphere for competitors and spectators. Admission is free for spectators.

We invite media to join us at the Palm Springs Convention Center to witness the experience first hand, or interview IPF president Detlev Albrings, and USA Powerlifting president Dr. Larry Maile from the championship venue or at the VIP & Media Reception at the Hilton Palm Springs on Wednesday at 7:30 p.m.

Photo and interview opportunities are abound...

- Hundreds of athletes from all over the globe from all walks of life each with their own colorful story.
- Experience the Parade of Athletes and hear welcome remarks
- Witness world class athletes squat over 700 lb, bench press over 600 lb, and deadlift over 800 lb., all in their quest to win the gold medal.
- Catch the behind-the-scenes action as championship organizers and volunteers pull off this major feat – hosting the largest Masters World Powerlifting Championship in IPF history.

Action takes place as follows:

Tuesday, September 30 – Opening Ceremony at 10:30 am. Lifting at 11:00 am to 10:00 pm

Wednesday, October 1 - 10:30 am to 7:00 pm.

VIP & Media Reception to follow at the Hilton Palm Springs, 7:30 pm – 8:30 pm

Thursday, October 2 - 10:30 am to 8:30 pm.

Friday, October 3 - 10:30 am to 10:30 pm.

Saturday, October 4 - 10:30 am to 3:00 pm.

Results will be posted at the close of competition each day on www.mastersworlds.com. Visit the Photo Gallery section on line for competition photos.

Athletes to Watch

- Will the USA's sixty year old Harriet Hall of Alaska exceed her current world record in the squat of 518 lb? That is not a typo! Over 500 lb. squat by a sixty year old woman.

- Joanne Shaefer of the Netherlands will try to surpass her bench press world record of 418 lb.

- Japan's Hatsuko Kimura holds the current 50-59 age group world record in the deadlift with 396 lb. in the 114 lb. weight class.

- Powerlifting legend Mike Bridges of Indiana hold world records in the squat (716 lb.) and the bench press (512 lb.) and is the clear favorite to win the gold.

-Big Brad Gillingham of Minnesota will make his claim to recapture the Gold medal he won in 2006 and attempt to surpass his world record deadlift of 859 lb.

Once you make your way to the Palm Springs Convention Center, please report to meeting room Mesquite H to receive a media credential. A media room is also set up for your convenience. Media kits including team profiles and full schedules will be available there.

To make advance arrangements to attend or to talk to championship director Lance Slaughter, please call: 310-995-0047 (cell)

It all adds up an incredible week packed full of strong story opportunities and great visuals.

Thank you for your interest in advance.

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