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**USA POWERLIFTING UNVEILS LOGO FOR
2008 IPF MASTERS WORLD POWERLIFTING CHAMPIONSHIPS**

USA Powerlifting released the official event logo for the 2008 IPF Masters World Powerlifting Championships. The 2008 IPF Masters World Powerlifting Championships will be held September 30 – October 4 at the Palm Springs Convention Center in Palm Springs, CA.



The official 2008 IPF Masters World Powerlifting Championships event logo, created by award-winning artist and graphic designer Amir Parstabar, features a uniquely artistic rendition of the three color-coded weight plates used in powerlifting competitions- red, blue and yellow. The image is situated atop the event title 2008 IPF Masters World Powerlifting Championships and Palm Springs, USA.

“The 2008 event logo combines the iconic symbols that embody the strength of the sport of powerlifting with the artistic sophistication befitting a prestigious international event” said Lance

Slaughter, championship director. “We look forward to displaying the logo widely throughout our promotional campaign.”

The event logo will appear in 2008 IPF Masters World Powerlifting Championships advertising, promotions and on officially licensed clothing and merchandise sold at the championship venue and online at www.usapowerlifting.com.

The IPF World Masters Powerlifting Championships is the most prestigious masters powerlifting event held annually, crowning world champions in men and women ages 40-49, 50-59, 60-69 and 70 and older. The event consistently hosts more than 300 lifters from 20 to 40 countries.

About USA Powerlifting

USA Powerlifting is the premier powerlifting organization in the United States. USA Powerlifting is a member of the International Powerlifting Federation (IPF), the governing body of powerlifting internationally. The IPF is comprised of member federations from over one hundred countries on six continents.

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: the Squat, Bench Press and Deadlift. USA Powerlifting is responsible for sanctioning local and regional events where powerlifters can compete in hopes of qualifying for the national level events. USA Powerlifting sanctions several National Championships in all age groups, giving athletes a chance to see how they fare against competitors across the country. Top competitors are selected by USA Powerlifting to compete in five IPF world championships- the World Men’s and Women’s Open Powerlifting Championships, World Junior and Sub-Junior Powerlifting Championships, World Master’s Powerlifting Championships, the World Open Bench Press Championships, and World Master’s Bench Press Championships.

The goal of USA Powerlifting is to promote drug-free powerlifting in the United States and around the world. For more information about USA Powerlifting and its programs, access USA Powerlifting online at www.usapowerlifting.com.

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For more information about USA Powerlifting, contact USA Powerlifting President, Dr. Larry Maile at (509) 499-2152. For information about the 2008 IPF World Masters Powerlifting Championships, contact the Championship Director Lance Slaughter at (310) 995-0047.

LOGO ARTWORK AVAILABLE UPON REQUEST