

FOR IMMEDIATE RELEASE



Tennessee's First Bicycling Performance Center Opens in Nashville

Nashville, TN, March 5, 2010 – Endeavor Performance, a coaching and training center for bicyclists of all skill levels, has opened in Nashville at 1811 Hayes Street and is the first dedicated facility of its kind in Tennessee. Endeavor Performance offers indoor group cycling, expert personal coaching, bike fitting, performance testing, and consulting, all with a single goal of improving athletic performance on the bike.

Endeavor Performance's owner and coach, Todd Nordmeyer, has provided his services to cyclists for 12 years, working with athletes ranging from professional racers to beginner riders. Nordmeyer competed professionally for eight years, won Tennessee's Best All-Around Rider four times, and was named USA Cycling's Best All-Around Rider in 2003.

"In opening Endeavor Performance, I want to provide a place that combines science, technology and my experience to offer endurance athletes the most balanced, personal and effective training advice available," said Nordmeyer. "Whether you're a serious competitive cyclist, a triathlete, a weekend rider, or a new enthusiast, Endeavor Performance is where you will gain confidence in yourself, understand the benefits of proper training, and perform like you never performed before"

At Endeavor Performance, the indoor group training is an opportunity to ride on one's own bicycle using the CompuTrainer MultiRider system while being directed and coached by Nordmeyer. Sessions are structured in four to five-week series. The series' formats are designed to improve athletic performance by varying the training stresses, using wattage, heart rate and cadence to accurately gauge individual effort. Nordmeyer tailors each series to work on specific cycling abilities and skills, and regular performance testing gauges and evaluates improvement. Other special sessions are planned to specifically target the needs of beginner cyclists.

Nordmeyer also offers some of the Southeast's most experienced expertise on bike fit. At Endeavor Performance, he utilizes the new technology of Retül's 3-D motion capture and RacerMate's SpinScan technology to analyze an athlete's pedaling form and efficiency. These tools and Nordmeyer's expertise make Endeavor Performance's bicycle fit services unique in Tennessee.

Endeavor Performance also offers individual performance testing, personal coaching and consulting. Through all its services, Endeavor Performance's objective is to build a relationship between coach and athlete that assists each individual in achieving his or her own success in cycling.

CONTACT:

Todd Nordmeyer

615-419-3593

thecoach@endeavorperformance.com

<http://endeavorperformance.com>

###