

Experience Triathlon and The Labs USA announce strategic alliance

NAPERVILLE, January 26, 2016 – Experience Triathlon and The Labs USA announce strategic alliance to provide one-stop, end-to-end support for endurance athletes of all ability levels in the Chicagoland area.

The multi-year agreement gives triathletes, runners, swimmers and cyclist access to science-based and data-driven personal and on-line coaching services, state-of-the-art multisport training facilities, group classes and clinics, race events, massage therapy, training camps, nutrition coaching, performance testing and social club activities.

Through this alliance, The Labs triathlon team and Experience Triathlon will work side by side supporting each other's efforts. Coaches from both teams will join forces under one umbrella to showcase an online coaching staff with extensive credentials. Coach Joe LoPresto will act as head coach of the online coaching group.

The Labs USA new world class multisport training center now open in Naperville gives endurance athletes access to advanced group training classes using the most sophisticated training equipment, technology and science available in the endurance industry. The Labs is a unique fitness facility offering the best of land and aquatic training for athletes of all ages, levels, and interests.

“Experience Triathlon is very excited to form this long-term strategic alliance with The Labs USA. We believe the combined personal coaching services team coupled with the amazing facility, staff and programs at The Labs USA will give athletes of all ability levels the support they need to achieve their dreams” said Joe LoPresto.

“We could not be more excited to be joining Coach Joe and the ET Family as we launch The Labs USA. The passion, energy and positive vibe of ET coupled with our wonderful new facility, programs and staff will help all athletes in the Chicagoland area improve their game!” said Mary Tobiason, General Manager, The Labs USA.

For more information regarding Experience Triathlon, visit: <http://experiencetriathlon.com/>

For more information regarding The Labs USA, visit: <http://thelabsusa.com>