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## ENROLLMENT FOR SPECIALIZED ZWIFT ACADEMY TRI 2020 NOW OPEN

NEW IN-GAME QUALIFICATION FORMAT TO HELP IDENTIFY TALENT FOR THE WORLD'S BEST SUPPORTED AMATEUR TRIATHLON TEAM

**(Long Beach, CA--October 18 2019)** Zwift, the online training platform for triathletes worldwide, today announces the return of the Specialized Zwift Academy Tri Team. New for 2020 is an in-game qualification format designed to test applicants, as Zwift and Specialized begin their search for a new and exciting team to begin their journey towards Kona 2020.

Enrollment for the Zwift Academy Tri program is open now and can be completed in game or online at [zwift.com/academy/tri2020](https://zwift.com/academy/tri2020). The program will start on November 11th and runs until January 12, 2020.

The first phase of qualification will see Zwifters complete a series of bike and run workouts, group rides and races. To graduate from the Academy, Zwifters must complete the program's six structured cycling workouts and one time trial. In addition, there are four structured run workouts and one running race to complete in 5k, 8k, and 10k race options. Applicants must have graduated the complete program by January 12th to qualify for the next phase of selection. The final team of six athletes will be unveiled in mid-February.

“Being part of the Zwift Academy Tri has been an amazingly surreal experience - the support and training has been unbelievable,” says Ruth Purbrook, Zwift Academy member 2019 and winner of 2017 and 2018 IRONMAN World Championship for her age category. “Zwift Academy Tri has given me the infrastructure, support and equipment to really take my training to the next level, especially as I transition to Pro from 2020.”

The Specialized Zwift Academy Tri Team will have eyes fully focused on the IRONMAN World Championships in Kona, and Zwift will once again be following the team on their journey through qualifications to all the action on race day on the island.

Returning again in 2020 are team mentors, Tim Don and Sarah True. Tim and Sarah are top triathletes and have extensive racing experience at Kona. That race-day knowledge is invaluable for the athletes on the team.

“There is nothing else like the Zwift Academy Tri Team in the sport of triathlon,” says Sarah True, Zwift Academy Tri Team mentor. “Supporting the six selected athletes on their journey to qualify and race at the 2020 IRONMAN World Championships is a fantastic experience and the 2019 Zwift Academy shows the success of the program with all the selected athletes qualifying for Kona.”

Alongside expert guidance, the team will be supported with some of the best equipment the industry has to offer from brands including Specialized, Wahoo, Roka and Science in Sport.

“Once again, the Zwift Academy Tri team will be supported by the best brands from across the sport of triathlon. From my perspective, this really is the world’s best supported amateur triathlon team,” says Eric Min, Zwift CEO and Co-Founder. “I look forward to testing myself in this year’s workout program starting in November and can’t wait to see which six athletes will make the team for next year.”

For more information and to enter, head to [zwift.com/academy/tri2020](https://zwift.com/academy/tri2020)

## **FOR FURTHER INFORMATION, PLEASE CONTACT:**

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**About Zwift**

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

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#### ABOUT ZWIFT

Zwift is the indoor training phenomenon taking the world by storm. An online platform helping everyone meet their fitness goals while having tons of fun along the way. Engaging gameplay meets fitness meets a global community of cyclists and runners. The result? Serious training made fun.

Meet new friends. Make new rivals. Ride up mountains. Run through jungles. Sprint through real roads made virtual or cruise across futuristic cities. Fun, flexible year-round training becomes the new normal with Zwift.

Build strengths and smash weaknesses with thousands of workouts. Train day or night, no matter the weather, and close the gap between where you are and where you want to be. Looking for something more specific? Flexible training plans by world-class coaches adjust to your schedule and help get you ready for race day.

#### Want in?

Just download Zwift and pair your devices to start making fun fast today.

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