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ZWIFT ACADEMY ROAD FINALISTS ANNOUNCED

DAILY SHOWS WILL TAKE VIEWERS BEHIND THE SCENES OF THE ZWIFT ACADEMY ROAD FINALS

Zwift, the online training platform for cyclists worldwide, has today announced the 10 finalists for the 2020 Zwift Academy Road program. Five men and five women will now progress to a virtual final where they will battle it out for a professional cycling contract with either Alpecin-Fenix or CANYON//SRAM.

A record-breaking 125,000 riders took part in Zwift Academy Road this year, the majority with the aim of improving their personal best. For a few though, each year Zwift Academy Road presents a dream opportunity to win a professional cycling contract. From the thousands, 10 have emerged, each showing promise, and will now be tracked as they look to overcome the final hurdle, the Zwift Academy Road finals.

The 5 finalists competing for a spot with CANYON//SRAM are:

Neve Bradbury, Australia

Nicole Coates, UK

Eva Marie Hering, Germany

Kate McCarthy, New Zealand

Natalia Franco Villegas, Colombia

The 5 finalists competing for the contract with Alpecin-Fenix are:

Damien Clayton, UK

Jochem Kerckhaert, The Netherlands

Oliver Moors, UK

Jay Vine, Australia

Lionel Vujasin, Belgium

The 2020 Zwift Academy Road finals will commence on Sunday 13 December and run through to Saturday 19 December. Unlike previous years, where the Zwift Academy Road finals were held at team training camps, the 2020 finals will be held entirely remotely with each finalist in his or her home location. The Zwift Academy Coaches at Dig Deep Coaching as well as the Team Coaches will be analyzing all performances of the finalists.

With challenge comes opportunity. Though COVID has reshaped the structure of this year's finals, the virtual format presents a new opportunity to bring viewers closer to the action than ever before and take a peek behind the scenes. Each finalist will be shadowed by a videographer as they show us their home roads, undertake their final tests, perform workouts, and of course race both onboard their Tacx Neo 2T Smart Trainers on Zwift, and outdoors. Not only will the finalists be judged on their data, but they will go 'speed dating' with their prospective new teams. It's important for a professional rider to gel with their teammates. The contenders will face daily challenges, with special guests dropping in virtually via video link to encourage the finalists and share last-minute motivation. The finals will culminate in a live final show hosted by ex-pro Matt Stephens and streamed on Saturday, December 19.

To learn more about the finalists and to see how you can stay up to date with the latest news from the Academy, head over to [zwift.com/academy](https://www.zwift.com/academy)

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.

About CANYON//SRAM Racing

Sixteen women from ten different countries. A professional, diverse group of athletes, willing to invest in their futures, and that of the sport, by forging new paths, being unconventional, welcoming different opinions. They're open minded but aggressive in pursuit of their goals. In 2020, this group of talented and inspiring women are UCI Women's WorldTeam, CANYON//SRAM Racing. <http://www.wmncycling.com>

About Alpecin-Fenix

Alpecin-Fenix has a strong history in cycling. After the start-up in 2009, there has been continuous growth. In the early years, off-road was the main activity, with road racing on a secondary level. In recent years, there is a balance in road and off-road (CX and XCO). From this set-up, a unique multidisciplinary concept was born. Alpecin-Fenix is the only team racing and winning races on the highest level in 3 disciplines, with both female and male riders. <https://www.alpecin-fenix.com>

About Garmin-Tacx

Engineered on the inside for life on the outside, Garmin-Tacx products have revolutionized life for runners, cyclists, swimmers and athletes of all levels and abilities. Committed to developing technology that helps people stay active and elevate performance, Garmin-Tacx believes every day is an opportunity to innovate and a chance to beat yesterday. For more information, visit [Garmin.com](https://www.garmin.com).

About Dig Deep Coaching

Dig Deep Coaching – a global coaching company that works with athletes of all levels across road, track, cyclo-cross, MTB and Esports. Whether you are taking part in your first ever Gran Fondo or aiming to compete in the professional peloton, Dig Deep Coaching offers personal coaching to help you build your training around your lifestyle and make sure every pedal stroke counts.<https://www.digdeepcoaching.com>

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.

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