



⌚ 25 June 2021, 11:00 (BST)



WORKOUT, RIDE & RACE LIKE THE PROS WITH FUN IS FAST: THE SERIES

FUN IS FAST CAMPAIGN MOVES FROM THE SCREEN TO THE GAME WITH NEW INTERACTIVE EVENT SERIES

Zwift, the online global fitness platform, has today announced the Fun is Fast - The Series. The Series centers on the Fun is Fast campaign stars Geraint Thomas, Mathieu van der Poel and Anna van der Breggen. The series runs from June 27th to July 21st with group workouts, challenges and races.

Workouts inspired by Geraint Thomas, Mathieu van der Poel and Anna van der Breggen showcase the training and skills required to become one of the most electric riders in the pro peloton. Hosted as group workouts and on-demand, Zwifters will be able to ride together to help push through the challenging workouts.

Group rides will also feature podcasts from Geraint Thomas, learn some tips and get insight into life as a pro cyclist. Feeling inspired by the pros laying down the watts in the time trial days of the Tour de France? Zwifters can test themselves against reigning World Time Trial Champion Anna van der Breggen's best current time on the Tempus Fugit course, set only days after her recent Dutch National TT win.

While the peloton tackles Mont Ventoux twice in one day, Zwifters can share in their pain by pedaling up Swift's very own Ven-Top with thousands of other riders. Throughout the campaign, Zwifters can sign up for a variety of events including a test of endurance with the Fun is Fast France Gran Fondos or during the last week of the campaign, transport yourself to Paris with races on the Champs Elysees.

On the final two Wednesday's of le Tour, the Fun is Fast event series will host the Women's Wednesday Rides. These rides celebrate women's cycling and will be led by some of the best riders around including riders from CANYON//SRAM, the Internationelles and Team Twenty24.

Learn more about the event series and how to sign up here: <http://zwift.com/fun-is-fast>



TRAINING

WORKOUTS

- 60-90 minutes to burn
- 90+ minutes to burn
- FTP Tests
- Fun is Fast 2021
- Fun is Staying Cool @ 0:41
- Fun is Flying Uphill @ 0:45
- Fun is Going Full Gas @ 0:45
- Voxwomen Tour 2021
- 4wk FTP Booster
- 10-12wk FTP Builder
- 4wk PRL Prep
- Your First Century
- Bwk Race Day Prep
- Baby On Board

...or create your own

PLANS

Fun is Flying Uphill

Since you're a Zezzer, Mathieu van der Poel (MyDP) has been dominant in cyclocross and mountain biking, winning World Championships and Olympic Gold. He's an incredible ability to accelerate from a standstill and then hold that pace long enough to break his competitors. This ability is called anaerobic endurance and is what today's workout will be focused on improving.

Stress Points: 43

Z

185w

FTP: 185

BACK **WORKOUT**

TRAINING

WORKOUTS

- 60-90 minutes to burn
- 90+ minutes to burn
- FTP Tests
- Fun is Fast 2021
- Fun is Staying Cool @ 0:41
- Fun is Flying Uphill @ 0:45
- Fun is Going Full Gas @ 0:45
- Voxwomen Tour 2021
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...or create your own

PLANS

Fun is Staying Cool

Anna van der Breggen is arguably one of the most versatile riders of her generation. She excels by staying cool when others are hot. She's a master at finding ways to stay cool and challenges your ability to embrace your inner Anna van der Breggen. This workout is designed to help you develop the mindset for improving your ability to surge hard again and again but also to stay cool when others are hot. It's perfect for one-day classics and stage race specialists - like Anna!

Stress Points: 57

Z

185w

FTP: 185

BACK **WORKOUT**

TRAINING

WORKOUTS

- Custom Workouts
- Less than 30 minutes to burn
- Less than 60 minutes to burn
- 60-90 minutes to burn
- 90+ minutes to burn
- FTP Tests
- Fun is Fast 2021
- Fun is Staying Cool @ 0:41
- Fun is Flying Uphill @ 0:45
- Fun is Going Full Gas @ 0:45
- Voxwomen Tour 2021
- 4wk FTP Booster
- 10-12wk FTP Builder
- 4wk PRL Prep

...or create your own

PLANS

Fun is Going Full Gas

Since he's a Zezzer, Mathieu van der Poel (MyDP) has been dominant in cyclocross and mountain biking, winning World Championships and Olympic Gold. He's an incredible ability to accelerate from a standstill and then hold that pace long enough to break his competitors. This ability is called anaerobic endurance and is what today's workout will be focused on improving.

Stress Points: 53

Z

185w

FTP: 185

BACK **WORKOUT**

ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

 pr.co



ZWIFT