

PRESSE-INFORMATION PRESS INFORMATION



**FIBO 2007 - The Leading International Trade Show for Fitness and Wellness
19th to 22nd April 2007, Exhibition Centre Essen**

**FIBO presents three top class events:
DFAV Convention with more than 100 master classes
Indoor Cycling for beginners and advanced cyclists
First Indoor Rowing Competition**

Essen. **Three top class events** under a single roof: with FIBOevent, FIBO stages three top events for the fitness-oriented community to join in. The atmosphere in Halls 8 and 9 of the Essen Exhibition Centre will be noisy, energetic and sweaty during that time. The **DFAV Convention** is mainly for trainers and instructors and offers a close-up on tomorrow's trends during the four FIBO days. More than 40 presenters, among them **Jutta Schuhn, Guillermo G. Vega, Marcus Schwappe, Julian Crespo as well as Marc Oliver and Petra Kluike**, will hold more than 100 master classes and 16 theoretical units. For more information, please go to www.fibo-event.de.

The wheels will be turning in the halls on the FIBO weekend, in particular, during the second **Fit for Fun Cycling Festival**. The first was held at FIBO 2006 as an event for both individual riders and teams and organised by PURE Emotion. More than 500 cyclists took part last year, and it is clear at this point already that starting numbers will increase again. So we can expect mass starts and first-class sprints with top presenters for all fans of indoor cycling. On the FIBO Saturday (21st April) seven different classes will provide an opportunity for beginners, advanced cyclists and instructors to train together with "top class presenters" such as **Stefano Cattini, Susanne Hellwig, Ragnhild Lien, Tanja Schweitzer, Bernd Sauer or Ingo Hesselbarth**. For the final day on Sunday (22nd April), a cycling marathon is scheduled which, with a duration of four hours, will require a high degree of endurance, physical fitness and experience from riders and is aimed at more ambitious cyclists. "For participants, the Fit for Fun Cycling Festival is a great opportunity to experience two of the leading indoor cycling systems first hand in a single event," is how Andreas Fischer, Director of Marketing and Communication of the company Tomahawk, describes the event. "Thus, the varied courses by Schwinn and Tomahawk make these two days a special cycling experience. The combination of the event with FIBO also provides the perfect environment and makes a visit to Essen doubly interesting. At this stage already, we can promise

participants fascinating courses, a great cycling ambiance and, of course, lots of fun with our master presenters." This promise for a great atmosphere is reiterated by Mathias Schilling, Customer Marketing Manager with Nautilus Deutschland GmbH: "The Cycling Festival is a fantastic event for all indoor cycling fans. It really offers something for everybody. Once more, it will be our philosophy this year to show all participants and all visitors to FIBO how easy and inspiring this sport is. This already worked very well last year. This year, organisers and sponsors again step up their efforts. When hundreds of like-minded individuals get going at the same time, you can just feel the energy. We are happy that the two strongest suppliers to the market have joined forces in this respect."

At the FIBO Cycling Festival on Saturday, teams of up to five cyclists will start, with two team bikes (side by side) provided for the entire course programme. Individual starters may also enter. Included with the starting registration are the admission to FIBO, all course fees and basic meals. For more information and registration, please go to www.fibo-cycling-festival.de

The third highlight will be the **Concept2 Rowing Challenge** to be held for the first time in 2007 on indoor rowing machines. The starting shot for this new team contest will be given on 21st April in Hall 8. Every member of the four-man team must row a virtual distance of 500 meters. Not only speed is of the essence, but also the best tactics when changing from one rower to the next. At this point more than 100 teams from Germany, the US, the Netherlands and Britain have announced their participation. For more information please go to www.fibo-event.de.

For more information please go to www.fibo.de or contact the FIBO Press Department

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