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Pam Reed Places First in Ironman Calgary 70.3

TUCSON, Ariz. (August 7, 2009) — Tucson ultra runner Pam Reed took first place overall in her division at the Ironman Calgary 70.3 on August 2009, with a time of 05:30:38. The race consisted of a 1.9 km swim, 90 km bike and 21.1 km run. The win qualifies Reed for the 2009 Ironman World Championship 70.3 in Clearwater, Florida. November 14, 2009.

Reed is the current American record-holder for the most miles run in a six-day marathon by completing 490 miles at the 2009 12th Annual Self-Transcendence Race in Queens, New York. She holds the American records in the 24 and 48-hour track runs for the 40-44 age group. She was the first person to run 300 miles without sleep, and has been the race director for the Tucson Marathon since 1995. She is also sponsored by, and a spokesperson for, XOOD Natural Healthy Endurance Drink.

“The biggest challenge in running any 70.3 Ironman is finishing,” said Reed. “You have to be prepared for every leg through training and nutrition. XOOD is a crucial element to my success.”

“We are proud of Pam’s performance at Calgary,” said Sal Tirrito, president and co-founder of HeartWise Fitness & Nutrition, the makers of XOOD. “We’re proud of her outstanding performance as well as her passion for competition and smart athleticism. We’re excited to see her race in upcoming endurance events.”

XOOD was developed by two endurance athletes who are also cardiologists. They combined their personal experience as athletes and their medical expertise to create a performance drink that is a natural choice for endurance athletes. The mission of XOOD is to be the choice purveyor of healthy sports nutrition products in the athletic market, and to promote personal fitness. For more information, visit www.xoodhealth.com.

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