



championism

-ism. Newsletter February 2014

This past month the racing season officially began and ISM has some exciting news for 2014. We also profile one of our long time supporters of ISM saddles.

ISM has officially partnered with the Jelly Belly p/b Maxxis Cycling Team a UCI Continental Squad to be the official saddle supplier. ISM is excited to support Team Jelly Belly as it is a great opportunity to continue to spread the fact that ISM saddles are safer and more comfortable than traditional saddles.

This month we would also like to pay tribute to one of our original ISM riders Jo Lawn. She has recently decided to semi-retire as a Professional after her Podium at the IM 70.3 Auckland event. Jo may have semi-retired from Ironman distance but she clearly will never stop being a Triathlete. We had the opportunity to ask her a few questions about her 15 year to date Professional Career.

How long have you been Racing Tri's?

I did my first TRI in 1999 the Keauhou Half in Kona. Which is now replaced by Honu.

How many IM have you completed?

Just counted them up 40 full ironman.

What's your most memorial moment in Tri's?

Most memorable moment would be in 2010 in Taupo ironman. After losing the race in 2009 I came back and broke the course record on a very very tough, cold and windy day. I was so determined and I ran my PB marathon 3.05!!!! To prove I wasn't "DONE"

What's your great accomplishment?

After racing professionally for 15 years I am proud to say that I have never had a DNF!!!

What's your plans for the future?

Future is to keep being a triathlete and to share and give back to the sport what it gave so much to me.

What do you think you will miss the most about being a Pro?

Well I haven't thrown in my license yet..... :-)

The last answer says it all.

ISM hearts all of our wonderful Team because it is February and Valentine's Day is just around the corner.

-ism. Racing Team January 2014 Results

2nd Sarah Piampiano IM 70.3 Pucon

4th Jo Lawn Port of Tauranga Half

3rd Jo Lawn IM 70.3 Auckland



Above: ISM Athlete Profile Jo Lawn
Below: A quote from Team Jelly Belly rider Kirk Carlsen.





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Above: Jo Lawn raced to great success in January.

Below: Sarah Piampiano enjoying the sites in Pucon.

