



Centers for  
Orthopaedics  
*Experience in Motion*

**FOR IMMEDIATE RELEASE**

## **OA Endurance Sports Expo Features Demonstrations, Seminars and Exhibits**



*Expo designed to educate both aspiring and experienced triathletes, runners, cyclists and nordic skiers on the latest in training techniques, performance testing and equipment.*

**Portland and Saco, Maine, March 18, 2010** – The OA Performance Center today announced details for its first annual Endurance Sports Expo to be held at the OA Sports Center in Saco. The information-rich, interactive event takes place on Sunday, March 28 from 9:00am-2:00pm and features seminars, demonstrations and exhibits oriented to endurance athletes such as Nordic skiers, runners, cyclists and triathletes. Committed exhibitors include CycleMania, Maine Running Company, Tri-Maine, Apothecary by Design, Boulder Nordic Sport, Muscle Milk, Cervelo Bicycles, the Parisi Speed school, as well as the experienced OA Performance Center staff. *Maine Magazine* will also be on hand to pass out complimentary copies of their April issue with a feature story on Maine’s active cycling scene.

“Interest in endurance sports is growing at a rapid pace,” says OA’s Thomas Murray, M.D. of OA Centers for Orthopaedics, one of the event’s sponsors. “Popular events like Beach2Beacon, Tri-for-a-Cure and the Mount Washington Bicycle Hill Climb sell out in hours, if not minutes. There is a tremendous desire among aspiring and experienced athletes to learn more about the latest training techniques, performance testing and equipment. The OA Endurance Sports Expo provides an opportunity for athletes to find this information all in one place and to share it with one another in a state-of-the-art performance training center.”

Free seminars at the Expo include:

- Training with a Power Meter 101 for Cyclists
- Preparing for Your First Triathlon
- Swim Preparation for Triathlon
- Aerodynamics Matter (and what you can do about it)
- Running 2010

Free demonstrations include:

- Metabolic Testing
- Cervelo Bikes
- Core Strengthening Techniques
- Self-Massage Recovery Techniques
- Aero Gear
- Nutrition and Supplement Advice



Exhibitors include:

- CycleMania
- Maine Running Company
- Tri-Maine
- Apothecary by Design
- Boulder Nordic Sport
- Muscle Milk
- Cervelo Bicycles
- Parisi Speed School
- OA Physical Therapy
- *Maine Magazine*

The OA Performance Center is a fully integrated orthopedics, sports medicine, physical rehabilitation, performance evaluation, and training facility – all in one convenient location. The OA Performance Center includes a turf training field, an indoor running track, a multi-camera biomechanics lab, a physiology lab, sports nutrition and sports massage services, and a year round indoor ice arena operated by the MHG Junior Pirates. Opened in 2009, the facility also serves as a real-world laboratory for students of the University of New England's Applied Exercise Science and Athletic Training programs. Here, students are able to apply and test biomechanical and physiological principles in a laboratory setting.

The OA Performance Center is located within the OA Sports Center off Rte 112/North Street at 15 Lund Road in Saco. Directions are available online at <http://www.orthoassociates.com>

### **About OA Centers for Orthopaedics**

Founded in 1982, OA Centers for Orthopaedics is the premier orthopedic practice in Maine and one of the country's leading innovators in orthopedics. OA's 23 physicians and surgeons are highly specialized in areas such as sports medicine; hand surgery; joint reconstruction of the hip, knee and shoulder; medical and surgical treatment of the spine; foot and ankle surgery; and

complex fracture treatment. OA performs more orthopedic procedures than any other practice in Maine, and some of the most sophisticated procedures in the nation. In 2007, US News & World Report ranked Maine Medical Center in the top 50 in the orthopedics category. OA's very own Dr. George Babikian, Chairman of the Division of Orthopaedics, Dr. Raymond White, Chairman of Orthopaedic Trauma, and Dr. Brian McGrory, the Director of the MMC Joint Replacement Center, lead Maine Medical Center's capability in this category. OA is accredited by the Accreditation Association for Ambulatory Health Care (AAAHC).

Headquartered in Portland, Maine, OA has satellite offices in Windham and Saco. OA—  
Experience in motion.

For more information, please visit [www.orthoassociates.com](http://www.orthoassociates.com).

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