THAI POWERLIFTING FEDERATION BRINGS THE SPORT OF DRUG-FREE POWERLIFTING TO THAILAND WITH 1st SHOWCASE EVENT

Two of the world's leading powerlifting and fitness athletes and social media stars will lead a special showcase demonstrating the international sport of powerlifting in Bangkok. Layne Norton and Holly Baxter headline a special program of fitness and nutrition coaching over April 28 and 29, followed by a VIP press day to be hosted on April 30th. Fully endorsed and supported by International Powerlifting Federation (IPF), the program highlights the IPF's commitment to developing the sport of drug-free competitive powerlifting globally, bringing this extraordinary show of strength, focus, balance and dedication to lifting to growing and increasingly enthusiastic weightlifting and fitness audiences in Thailand.

John Coyle, future President of TPF, introduced the event, explaining, "The sport of powerlifting attracts a massive following of athletes globally, and we want to bring this amazing sport to Thailand, to connect it to a new generation of lifters in Thailand. The lifting community in Thailand can at times be inclined to follow a certain previously established (or assumed) 'template' for what is possible in lifting; that is, that performance-enhancing drugs are necessary to achieve one's best. Supported by the IPF, powerlifting is a sport that is 100% drug-free, and this is a key principal for anyone who competes in the sport. We want to encourage all kinds of fitness enthusiasts, lifters and sports fans in Thailand to explore our terrific sport, revel in its expression of 'natural power', and discover their best performance as part of a really supportive international community".

Agenda for program
April 28, Day One
Morning – Macronutrient metabolism, energy balance, calculating and adjusting macros/calories, lunch and nutritional practical
Afternoon – Lifting practical: squat and bench press
April 29, Day Two
Morning – Mind-set, focus, inspiration and motivation, programming periodisation, injury prevention and rehab, Lunch with Q&A
Afternoon – Lifting practical: deadlift, blood flow and glutes
Evening – 15 minute neck and shoulder massages at Green Leaf Spa, VIP farewell dinner at Aldo's and certificate presentation.

For booking of either morning nutrition seminars or the full two day lifting camp, please call JCW Events on 02 686 1240.
April 30, Day Three
Press Day and Interviews (media invitations will be delivered and confirmed by Vivaldi Integrated Public Relations).
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About TPF
Competitive Powerlifting is the sport of strength. The powerlifts; squat, bench press and deadlift are increasingly being recognized as principal exercises in the development of an individual's true strength and contribute greatly to bodily health and general well-being. These lifts are popular training activities exercised in gyms and fitness centers around the world, with men and women of all ages being able to relate to and enjoy them. Furthermore, the powerlifts have been shown to be beneficial in general health and fitness programs as well as improving individual's performance in

other sports and the activities we enjoy in life.
The TPF has worked diligently with International Powerlifting Federation (IPF) and sporting partners and associates to become a responsible, high quality organization for athletes committed to drug-free, high-standard competition.