

News and Events Release:



cirque du vélos

Clark Butcher of PowerBar Elite Cycling Addresses Members

Memphis, Tennessee – April 29, 2009 – cirque du vélos hosted a member only seminar titled *Training to Play . . . Playing to Win* at the Church Health Center in Memphis. The presentation was made by Clark Butcher of the PowerBar Elite Cycling Team.

Clark's presentation addressed many facets of cycling, ranging from training to group riding to competing in races. Topics addressed included speed and power training strategies and working effectively and efficiently in the peloton both for one's self, as well as, the benefit of one's team. Clark emphasized the importance of strategic thinking in the peloton including smart attacks and recognizing and responding timely to the ever changing dynamics of the peloton.

This was a great opportunity for members of cirque du vélos to hear first hand from Clark and his experiences in racing across the US and Europe. The presentation was well received and Clark eagerly fielded questions both during and after the presentation.

Clark Butcher is a CAT 1 racer with the PowerBar Elite Cycling Team and was formerly with the Marx & Bensdorf Cycling Team Memphis Motorwerks. He founded the *Train Smart Coaching* organization and has trained cyclists and triathletes all across the nation.

The event was hosted by the Church Health Center. Dr. Scott Morris, Executive Director of the Church Health Center, opened the evening. Dr. Morris explained that the Church Health Center provides quality, affordable healthcare for working, uninsured people and their families thanks to a broad base of financial support from the community and the volunteer help of doctors, nurses, dentists and others. It was interesting to learn that the Church Health Center has grown to become the largest faith-based clinic of its type in the country.

A great time was had by all and cirque du vélos looks forward to continuing to grow as a team and benefit the communities where they live, work and ride.

Be on the look for members of cirque du vélos!

About cirque du vélos

cirque du vélos, *French for Circus of Bicycles*, is a Memphis, Tennessee based cycling club and amateur race team sponsored by Peddler Bike Shop. Formed in late 2007, our members share a common interest in riding competitively in local and regional organized rides and races. Membership is intentionally limited to a smaller, cohesive group of cyclists who share similar objectives and who see cycling not only as a competitive sport, but also as a means of sustaining excellent health and as a platform for benefiting the communities where we live, work and ride. For more information visit cirquevelosmemphis.com.