



Eric Heiden, MD Joins First Endurance Research Board

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First Endurance is pleased to announce Dr. Eric Heiden, MD has joined the Endurance Research Board (ERB). "I am happy to be part of the Endurance Research Board. The ERB is a great vehicle to spread knowledge of and spark conversation about good nutritional practices for performance and Health," commented Dr. Heiden.

The ERB collaborates with First Endurance to develop the most advanced endurance supplements available. Setting this team of unique scientists apart from all others is the fact that (besides being scientists) they are all elite endurance athletes who are constantly looking for ways to take racing and training to the next level.

Robert Kunz, the Sr. VP of Research & Development at First Endurance understands the importance of having the right staff guiding our research and product development. "Input and research from our ERB is critical to the success of First Endurance. Passion for endurance sports is a key element that we look for in our Endurance Research Board members, making Dr. Heiden the perfect partner for our board. This dynamic alliance will continue to allow First Endurance to push the limits of endurance."

Dr. Heiden is the founder & Executive Director of The Heiden Institute for Sports Science and Human Performance. "The Heiden Institute is interested in empowering people to make great decisions based on

sound nutrition and sports science research, which coincides very well with the efforts of the ERB,? notes Dr. Heiden.

Eric won five (5) Gold Medals at the 1980 Lake Placid Olympic Winter Games and set four Olympic records and one world record for speed skating. After retiring from speed skating, Eric began a second career in cycling. He quickly rose to the top of the sport, winning a United States Cycling Championship and competing with the 7-11 team in the 1986 Tour de France just a few years later. By 1991, Eric had earned his medical degree from Stanford University and was ready to begin his third career ? as an orthopedic surgeon specializing in sports medicine.

Dr. Heiden finds his experiences as an athlete help him form a unique connection with his athlete patients. Since 2012, Eric has served as the team doctor for BMC Racing Team. He has worked as the team physician for the NBA?s Sacramento Kings, the WNBA?s Sacramento Monarchs, and the U.S. Olympic Speedskating Team.

About First Endurance

First Endurance was started in 2002 by two racing fanatics (a cyclist and a triathlete) with a healthy obsession for sports nutrition. The idea was simple. Give endurance athletes access to formulas that are developed for one specific reason-to maximize endurance performance. First Endurance is committed to using only the highest-quality ingredients and uses the latest scientifically validated technological advancements.

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For more information about First Endurance, contact the company here:First EnduranceMike Fogarty1 (866)-347-7811marketing@firstendurance.comP.O. Box 71661, Salt Lake City, UT 84171

First Endurance

We offer innovative nutrition that meets the unparalleled demands and requirements of serious endurance athletes so they can train harder than ever before and find out what?s really possible - without compromise.

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