

## **The Heat is on - Chris to Stay Cool - 2005 Race Across America**

*Chris MacDonald set to keep cool during the Race across America by using the Arctic Heat Cooling Vest. The Race across America is regarded as the World Toughest Sporting Event as cyclist ride from San Diego to Atlantic City in eight days.*

(PRWEB) June 14, 2005 -- The 2005 Race across America (RAAM), the World's longest ultra-marathon cycling event begins this Sunday 19 June, an event sometimes referred to as the "World's Toughest Race" or the "Tour de France – American style"

It is a 3049 mile race from San Diego to Atlantic City, across the United States on a bike - in eight days! To be competitive, the riders will have to stay on the bike for 21-22 hours a day. They will face 110,000 feet of climbing through the Rocky Mountains and have to overcome the brutal heat of the Mojave Desert.

Chris MacDonald, 32 from Mukilteo, Washington is one of the favorites for the race. An elite rower on the United States National team for four years and now a Physiologist, at the University of Copenhagen, Chris has an in-depth understanding about the physical requirements needed to complete such a grueling event.

Despite having to ride through the Mohave Desert where temperatures are likely to top 120°F, Chris expects to keep his cool. Preparation and planning for an event such as the RAAM is vitally important and Chris and his support crew have taken steps to counter the extreme heat. Research has led them to the Arctic Heat Cooling Vest, a product designed to allow athletes to pre-cool and to stabilize their core body temperature.

"There is no doubt that keeping the body temperature low and healthy using the Arctic Heat cooling vest, will be what makes the difference through the desert, and ultimately in the race." said Chris MacDonald. The cooling vest can delay the effects of heat stress, reduce sweating rates, and allow the rider to worker harder for longer.

"We are really excited to have Chris MacDonald use our cool vests in the RAAM" said Arctic Heat's Dr John Surie. "Our Arctic Heat cooling vests have previously been used to help athletes at the Athens Olympics and to assist the troops in Iraq, now we have the chance to help Chris stay cool during the World's Hardest Sporting Event."

Chris will have access to a wide range of Arctic Heat cooling products, some that have been made especially for the RAAM. When the heat is on in the desert, expect to see Chris keeping his cool with what is fast becoming this summer's coolest item.

The lightweight Arctic Heat Cooling vest uses a two stage cooling process. The vests contain a gel-like substance that can be frozen or chilled, and will maintain that temperature for up to two hours. The cooling vests are manufactured using Woolmark's Sportwool, a special body cooling fabric which incorporates Vapor Management Technology.

The Arctic Heat body cooling vest which is suitable for industrial, medical and sporting applications comes in a large range of sizes, retails for \$174.95. It can be purchased online from Arctic Heat USA, [www.arcticheatusa.com](http://www.arcticheatusa.com) .

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