

Cool Olympic Athletes Set to Fire Up In Beijing

Beijing Olympic athletes to use Arctic Heat Cooling Vests to counter Heat Stress, and gain an edge on the competition.

Westwood, NJ ([PRWeb](#)) May 7, 2008 -- The weather at the 2008 Beijing Summer Olympics is set to be even more extreme than the Athens games with temperatures expected to be over 85F (30C) combined with extremely high 90% humidity. Add in Beijing's famous smog pollution and athletes competing outdoors will be under extreme stress. After 4 years of dedicated training to reach peak physical conditioning many Olympic athletes and their coaches have been worried about suffering from heat stress at that final critical moment.

Many lessons were learnt at the Athens games about how to tackle the heat. The solution to taming the fierce climatic conditions will again be the Arctic Heat cooling vest. The Arctic Heat cooling vest was used in the 2004 Athens games by athletes from many countries including the USA, China, Ireland, Netherlands, Germany, Hungary and Great Britain.

"Interest in the Arctic Heat Cooling Vest for the 2008 Olympics and Paralympics has come from all around the globe" says Dr Surie, President of [Arctic Heat USA](#). "The cool vests are a must have item for athletes competing outdoors in Beijing."

The ice cold vests sold by [Arctic Heat USA](#) allow athletes to train harder for longer, thus gaining an edge over the competition. Sports science has shown that by pre-cooling the body the effects of overheating can be delayed, thus providing a significant gain in performance. This means that pre-cooled competitors will sweat less, their heart rates are lower, and more energy can be directed towards producing personal bests rather than trying to keep the body cool.

The Aussies are set to get a jump on the competition. "Watch out for the Kool Kangaroos in Beijing," jokes Dr Surie. "The Australian Olympic team is always regarded as one of the World leaders in Sports Science and we are very happy to be supplying their team with over 200 cooling vests in their national colors green/gold and featuring a kangaroo on the design."

"Many Australian Olympic athletes who will be using the specially designed Arctic Heat Cooling Vest are now hoping for extremely hot weather in Beijing," says Dr Surie. "They know that they will gain a substantial performance edge over their competitors not using the Arctic Heat cool vest."

During the Olympic Games, the cooling vest will be worn pre-event by athletes in sports such as rowing, soccer (football), beach volleyball, hockey, modern pentathlon, triathlon, marathon, track and field athletics, canoe and kayak. A split second is often the difference between a Gold medal and no medal. The Arctic Heat Cooling vest could very well provide that difference.

The lightweight Arctic Heat Cooling vest works using 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 2 hours.



For more information visit www.arcticheatusa.com

###

**Contact Information****JOHN SURIE**

Arctic Heat USA

<http://www.arcticheatusa.com>

201 829 0026

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)