

U.S.A Olympic Athletes Set to Beat the Heat in Athens

U.S.A athletes at Olympics to use cooling vests to beat the hot Athens sun, and gain an edge on the competition.

(PRWEB) August 4, 2004 -- The Athens Summer Olympics is set to be the hottest on record with possible temperatures over 100F (38C). So after 4 years of dedicated training to reach peak physical conditioning many Olympic athletes have been worried about suffering from heat stress at that final critical moment. Therefore, to combat the summer heat and gain an edge over the competition several USA Olympic sports teams have turned to sports science and a specially designed cooling vest.

The 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.

During the Olympic Games, the cooling vest will be worn pre-event by the USA Olympic athletes in sports such as rowing, swimming, modern pentathlon, synchronized swimming, triathlon, 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.

"Many Olympic athletes who are now using our Arctic Heat Cooling Vests are hoping for extremely hot weather at Athens," says Arctic Heat USA's John Surie. "They know that they will gain a substantial performance edge over their competitors even in temperatures as low as 75F (24C) ."

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. The cooling vests are manufactured using Woolmark's Sportwool™ fabric incorporating 'Vapour Management Technology', the natural solution for high performance sportswear.

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