



### **Sponsor T3 Recovery Products to Give Away Three Mattresses**

Author: Dawn Henry May 24, 2010

After a full day of swimming, biking and running, and of checking off every other item on our to-do list, what athlete doesn't dream of settling into a bed that works as hard as we do?

Athletes are no different from anyone else in looking for a good night's sleep to erase the pressures and pains of our active hours, and to prepare us to awake in the morning ready to get the most out of the day that is before us. We also appreciate what our bodies can do when we are well-rested and full of energy.

This is the philosophy behind T3 Recovery Products. T3 provides mattresses and bedding materials for those who want to get the most out of each night's sleep. "Our mattresses are designed with recovery in mind," says Richard Brass, President of T3 Recovery Products. "They are proven to help regulate oxygen levels in the body, regulate body temperature, relieve pain and speed up recovery."

Having put cutting edge technology and years of experience into the creation of T3, Brass is ever on the lookout for others who incorporate the highest level of excellence in what they do. T3 sponsors current Ironman World Champions Craig Alexander and Chrissie Wellington.

And in 2010, for the second year in a row, it has reached out to sponsor the Rohto Ironman 70.3 Hawaii. "Hawaii is the birthplace of Ironman. The history of Ironman and the people of Hawaii make this race one of the best in the world," says Brass. "We love being involved with the race because of the entire Ironman 70.3 Hawaii team. This team ... delivers the very best experience for all involved, be it the athletes, the volunteers, or the community at large."

Last year, T3 brought a level of commitment to its sponsorship that paralleled the commitment that our athletes put into training and racing, and that the entire race team engages in to make this a race of aloha and distinction.

At the end of the 2009 race, in order to honor the volunteers, T3 gave away three of its mattresses to three lucky volunteers: Lisa Myrick, volunteering in Registration, Gwen Hobbs, volunteering in Transition, and Richard Kimitete, volunteering in Aid Stations.

"Of course we love the competition and the athletes," says Brass, "but we are well aware that none of this could happen without the volunteers. The volunteers need recovery after a hard day's work just like the athletes. There is no better way to honor their contribution than to give our beds away, which are designed for recovery of the human race. We all need recovery."

Over 500 volunteers come together in the months and weeks leading up to June 5th, and converge on the race course along with over 1,600 competitors to make this the day of their dreams. So T3 will be giving away three more mattresses this year, and three more Rohto Ironman 70.3 Hawaii volunteers will head off to a well-deserved good night's sleep.

Event Director Diana Bertsch calls T3's give-away "amazingly generous," and "exactly in tune with the way they've conducted their partnership with us. We're delighted to work with T3 again this year. They are such an integral part of our Ironman team."

"There is a special spirit around an Ironman event," says Brass, who calls it an "inspiration" to see the work of the competitors and volunteers alike at an event like the Rohto Ironman 70.3 Hawaii. "It is an honor and a pleasure to be part of this race."

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