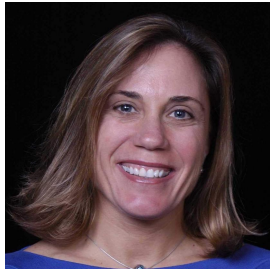




FOR IMMEDIATE RELEASE

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### **TriChic Announces Former Pro and Professional Coach, Terri Schneider, Joins TriChic to Lead the "TriChic Coaching and Camp Program"**



TriChic ([www.TriChic.Com](http://www.TriChic.Com)), a company dedicated to female triathletes, is excited to announce that Terri Schneider, former Professional Triathlete and Coach, will lead the TriChic Coaching and Camps Program starting in 2008.

Starting January 1, 2008, Team Members and Non-Members will have access to the new TriChic Coaching Programs created by Terri Schneider. Team TriChic members will have access to Sprint, Olympic and Full distance plans as part of their TriChic membership. Members will also receive special rates for custom online training programs and triathlon training camps for women.

Renowned adventure racer, triathlete, and ultrarunner Terri Schneider is highly acclaimed as a top female multi-sport endurance athlete and as an inspirational and sought after speaker, author, and coach. She has raced in over 30 countries as a world-class professional triathlete for twelve years and an elite international adventure racer since the sport's inception in the U.S. in 1995. Terri earned her Masters degree in Sports Psychology with an emphasis on team dynamics and risk taking and her Bachelor of Science degree in Exercise Physiology.

Terri co-authored Triathlete's Guide to Mental Training and contributed to two additional books: Applying Sport Psychology: From Researcher and Consultant to Coach and Athlete and The Thrill of Victory the Agony of My Feet: Tales from the Wild and Wonderful World of Adventure Racing. In addition to her speaking, and writing she offers coaching, online training, and sport psychology consulting for endurance athletes.

"My passion is helping athletes of all levels achieve their aspirations and dreams" Terri says. "So when Brenda approached me about working with TriChic it seemed a perfect fit. I'm very excited about working with the current members of TriChic as well as those aspiring triathletes eager to get involved in our sporting community."

"We are thrilled that Terri has accepted the position as Head Coach for Team TriChic" said Brenda Gilchrist, President of TriChic. "With Terri's expertise we are looking forward to offering a dynamic Coaching and Camp program for all levels of female triathletes."

TriChic.Com was launched in November 2003. Team TriChic Members receive exclusive access to training and nutrition information, special retail discounts, and team apparel. To check out the benefits of membership, visit [www.TriChic.Com](http://www.TriChic.Com), the premier resource for female triathletes. For additional information contact: Brenda Gilchrist at [trichic@trichic.com](mailto:trichic@trichic.com)