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ATRA Introduces Athlete Spotlights on Website

COLORADO SPRINGS, CO - Capitalizing on the fantastic Gold Medal performance at the 2007 World Mountain Trophy Race in Ovronnaz, Switzerland earlier this month, ATRA in concert with the Teva U.S. Mountain Running Team is launching a new section on their website, www.usmrt.com. The section, entitled Athlete Spotlight, features an interview with a current or former Mountain Team member.

The first spotlight features Jay Johnson, co-owner of Fleet Feet Sports in Boulder, CO, and also the only American to ever win an individual Gold Medal at the World Trophy race.

"All of our athletes have fascinating stories to tell about their running experiences," said Team Manager Nancy Hobbs. "We want to share their memorable tales with others who are interested in learning more about our sport, its history, and its future. It's only fitting that the first feature be on Jay. He and Fleet Feet Sports have been big supporters of the mountain running program even signing on as a team sponsor this past year which also marks the 20th anniversary of Jay's gold medal."

The October Athlete Spotlight will feature 2007 World Trophy bronze medalist Laura Haefeli, Del Norte, CO. Additional athletes will be featured each month.

The mountain team website was launched this summer, and is meant to serve as a resource for information on the Teva U.S. Mountain Running Team and mountain running in general. It includes a mountain running history section, photos from past and present teams, flash movies about the 2006 and 2007 teams, and more. Look for more additions to the site, including a race calendar, in the coming weeks.

The 2007 Teva U.S. Mountain Running Team competed in Ovronnaz, Switzerland on September 15. For the first time in the history of U.S. mountain running, the team took home two team medals as the senior women's team repeated their Gold medal performance from 2006 and the junior women's team captured silver. In addition Laura Haefeli took home the first-ever women's individual medal with her third place finish. More information and photos from this year's team can be accessed at www.usmrt.com.

For additional information about the U.S. Mountain Running Program, visit the websites listed below:

2007 USA Mountain Running Championships	www.whitemountainmilers.com
2007 USA 10km Trail Running Championships	www.runningseries.com
Mt. Tam Trophy Race	www.tamtrailrace.com/info
World Mountain Running Association	www.wmra.info
USA Track & Field	www.usatf.org
World Mountain Trophy 2007	www.coursedes2bains.org
American Trail Running Association	www.trailrunner.com
Teva (team sponsor)	www.teva.com
SportHill Clothing (team sponsor)	www.sporthill.com
180s performance gear (team sponsor)	www.180s.com
FuelBelt, Inc. (team sponsor)	www.fuelbelt.com
Windermere Real Estate of Teton Valley (team sponsor)	www.juliebryan.mywindermere.com
Fleet Feet Sports-Boulder (team sponsor)	www.fleetfeetboulder.com
Ecolips (product sponsor)	www.ecolips.com
Defect (product sponsor)	www.defect.com
Youth Runner (junior team sponsor)	www.youthrunner.com

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