

# AP Team News

## Matt Parker

Matt has been with Advance Performance pretty much from the start; helping out at races, driving the van etc. With the exception of four months in 2002, he has been working in the store constantly. That was when he went to seek his fortune in London, but found nothing to compare with working at AP.

It is Matt that does all the shoe buying, so if you think it is hard work deciding which one is right for you, imagine what it is like buying the thousands that we get through every year. Despite his **orfull speling**, Matt also is responsible for building and maintaining our website.

Away from work, Matt enjoys mountain biking. Yes, it is ironic that a director of a running store on the edge of the fen should pick that as his favourite pastime! He also says that he runs most days although never says how far....



## AP PARTNERS



### Donation to Charity: COCO and CRAMtags

After Paul Pearce, the partially sighted marathon runner sadly died whilst out running in February, a donation of £100 was made to COCO. Paul's Club, North Herts Road Runners, wanted to do this in recognition of CRAMtags in limiting distress when such accidents occur. Advance Performance also donated CRAMtags to the Club to be distributed with membership cards to all members.

Paul Pearce won the world championships in Athens in 2003 in his category and was sixth in the Paralympics in the same city a year later.

He produced a lifetime marathon personal best in October (2-34:34) and also led the Road Runners to the Midweek League Division Two title, claiming the individual title for himself.



## Yaxley Runners & Joggers.....

Yaxley Runners & Joggers' affiliation with Advance Performance goes back to the early days at Fulbridge Road.

Their annual 15-mile road race at Folksworth, which clocked up 17 years in 2006 has been supported by AP since their inception. This year marks the 20th anniversary of the club and they start the celebrations by hosting the Frostbite Friendly League Presentation on March 24th.

Sam and Matt were special guests at the presentation night held at Deafblind UK, Hampton and witnessed Ely Runners being crowned champions ahead of stiff competition including Riverside and Nene Valley Harriers.

The club officially celebrates its 20th birthday on Sat. 13th May. The following day is Race. 3 of the Advance Performance A1 series, the Eye 10k. Club secretary Gary Thurgood said, "Based on past experience, I anticipate sore heads producing a few PB's"



## Award Finalists

As mentioned in the previous newsletter, Advance Performance was again nominated for the 2006 East of England Business Awards. Samantha and Matt went to the awards ceremony on 1st March.

Finalists in two categories, AP was up against strong international contenders, such as developers of a vaccine for arthritis and microchip manufacturers for mobile phones. Whilst AP did not win this time, Sam was delighted to be there:

*"I am so proud to have been there in amongst many billion pound turnover, worldwide businesses. Despite their size, it was humbling to see what others had achieved."*

**BUSINESS**Weekly

## Upcoming Events

### A1 SERIES:

14 MAY	EYE 10K
20 MAY	WALK THE WALK
7 JULY	CRANFIELD 5K
20 AUGUST	THORNEY 5 MILE
15 OCTOBER	GREAT EASTERN RUN

## OPENING HOURS

MONDAY AND TUESDAY 10AM - 7PM  
THURSDAY 10AM - 8PM  
FRIDAY 10AM - 6PM  
SATURDAY 9AM - 6PM

### Directions

Take Junction 5 off the A1139 (This is the Showcase Cinema exit off the main Peterborough Ring Road system). Follow the sign to Flag Fen. At the next roundabout take the third exit. Follow the road round the sharp left hand bend.

About 1/2 mile further on the right hand side you will see a large cream coloured building with a red roof - the Vitas Business Centre. Turn right into our car park.

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# FOOTNOTES

Quarterly News, Advice and Latest Products from Advance Performance



## Celebrating 10 Years!

The month of June marks the 10th Anniversary of Advance Performance.



Founder and Managing Director, Samantha Hale, began her career in sport, moved into retail and then in 1996, noticing a gap in the market, from her own back bedroom, formed Advance Performance.

From an early age, Samantha was used to dealing with athletes at the highest level as she began her career over 20 years ago as a Professional Groom to an Olympic three-day event rider.

Starting from an event and home based retail business, offering independent advice to customers about the right shoes for their sporting pursuits, the business has grown substantially over the 10 year period but stayed loyal to its core purpose. At the 2300 sq. ft store in Fengate, Samantha now heads an experienced team of six staff.

To celebrate the milestone and to thank the team for their hard work and dedication, on the last Sunday of April, the AP team will be treated to lunch at an Italian restaurant followed by a balloon flight from Stamford Meadows.



## AP Sponsors GER

Advance Performance is sponsoring the 2006 Great Eastern Run, which will be held on Sunday 15th October in Peterborough.

to prepare for the run, as well as bringing in experts to provide technical and nutrition advice.

There will be an AP prize for the fastest novice who undergoes the workshops.



As part of their commitment, AP will be providing a series of training workshops for those intending to run the half marathon. In addition to coaching, these will cover the footwear, clothing and equipment required



L-R: Victor Sylvester - one of the first people to enter, Bushfield Joggers, Samantha Hale, Managing Director, Advance Performance UK Ltd (sponsor), Rob Graves and Shane Forsyth, Premier Kitchens (sponsor)



Features in this Issue: • Speed & Distance Monitors p.2  
• Achillies Tendonitis p.3



# NAVMAN

## GPS-Based Speed & Distance Monitors

These days most new cars come with in-built Satellite Navigation Systems, so why not go one stage further and have your own human version?



The Navman R300 or S200 will tell you exactly how far and how fast you have run – whatever the terrain. At £100 or less, these lightweight and accurate speed & distance monitors represent excellent value for money. They offer all the information that most runners need AND there's no calibration required – just strap the monitor on your arm and off you go!

If you're trying to run at a set minute per mile pace, just set the zone in the monitor and what's more, the stopwatch only times you when you're actually moving which eliminates all that button-pressing when waiting to cross the road!

### S300 @ £80

Distance, Current Speed, Average Speed, Maximum Speed (all in Km per hour or Miles per hour) Speed Target Zone, Automatic Timer, Time & Date plus 16 hour battery life.

### R300 @ £100

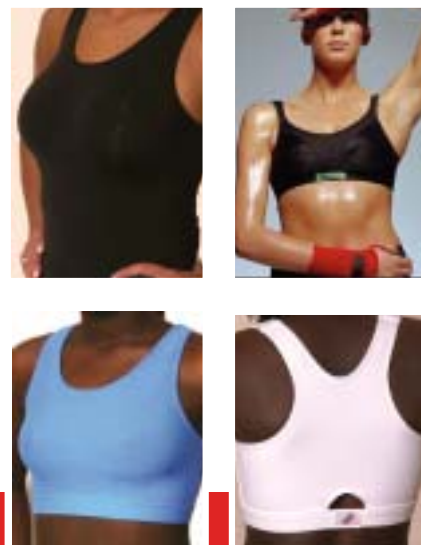
Everything as above plus 50 Lap Splits with Distance per lap, Calories Burned & Altitude

## Services for Customers Sports Eyewear Discounts

Advance Performance is always looking for ways to enhance the service it offers. We would like to introduce you to RxSport, a dynamic advisory online shop for both prescription and non-prescription sports eyewear. Please visit the website at [www.rxsport.co.uk](http://www.rxsport.co.uk) and telephone, saying you have seen the site via Advance Performance, to obtain a full 10% discount on your order.

**Shock Absorber B517** : Impact Level 4 High Exertion Sports Bra. Shock Absorber recommend impact level 4 bras for running, triathlon, track and field, aerobics and other high impact activities. Available in sizes 32 B to 44 C cup.

All Sportjock bras come in a wide range of colours, which can be viewed at [www.advanceperformance.co.uk](http://www.advanceperformance.co.uk). Shock Absorber bras are black or white.



our customers as their most important bit of kit! These tops really "hold" everything in place. Designed especially for C, D, DD, E and F cup sizes.

**Sportjock Super Power Vest** - The great support that a Sportjock Super Sport gives but with a longer outer fabric for greater coverage. These tops take some getting on and off, but are exceptionally comfortable and supportive to wear. They really "hold" everything in place. Designed especially for C, D, DD, E and F cup sizes.

**Shock Absorber B109** : Impact Level 4 High Exertion Sports Bra Shock Absorber recommend impact level 4 bras for running, triathlon, track and field, aerobics and other high impact activities. Available in sizes 32 D to 40 G cup

### For sizes A – C Cup

**Sportjock Super Action Sport Bras** - stylish sports bras that can be worn as underwear or on their own. Designed especially for A, B and C cup sizes. (Note Ladies who are a C cup will get more support from a Sportjock Super Sport )

**Sportjock Action Power Vest** - The same support that a Sportjock Action Sport gives but with a longer outer fabric for greater coverage. These tops take some getting on and off, but are exceptionally comfortable to wear. Designed especially for A, B and C cup sizes. (Ladies who are a C cup will get more support from a Sportjock Super Power Vest

## How To Get The Correct Size

If you are a lady who exercises, you will know just how important it is to get yourself a supportive, correctly fitting sports bra. At Advance Performance we have done our homework and come up with what we feel are the two best brands of sports bras available, Sportjock and Shock Absorber.



The wrong size bra will not only be uncomfortable but will not support you correctly. A good fitting bra is comfy and the breasts should be supported by the body, not the straps, so you hardly notice you're wearing it! There are almost as many different ways of determining your bra size as there are bras, but we find that this method gives consistently good results.

For complete instructions on how to find your correct size, please visit [www.advanceperformance.co.uk](http://www.advanceperformance.co.uk)

### Which bra for you?

#### For sizes C – F Cup

**Sportjock Super Sport / Super Sport Bras** - however you spell it, this is by far our biggest selling sports bra and regarded by many of

# Achilles Tendonitis

By Emma Smallman, Senior Physiotherapist, Capio Fitzwilliam Hospital, Peterborough.



Achilles tendonitis is one of the most common overuse injuries in the lower leg, which can affect runners. The Achilles tendon is the bodies' thickest

and strongest tendon located at the back of your ankle. It joins the three muscles of the calf to the heel bone. Because of the size and length of the Achilles tendon it has difficulty providing the whole of the tendon with an adequate blood supply; this is solved by a sheath called the paratenon, which provides the tendon with an adequate blood supply. The tendon's potential for a poor blood supply can lead to slow healing of the tendon and hence poor recovery after injury.

The muscles acting on the Achilles tendon act to lift the heel, prevent the knee from locking into extension, and assist with control of the position of the foot and lower leg during walking and running.

### Risk Factors

- **Poor Flexibility**  
Shortening of the calf muscles
- **Training Variables**  
Increased speed work or hill sessions.
- **Overtraining**  
Insufficient recovery between sessions.
- **Age**  
Degenerative changes in the tendon including a reduced blood supply.
- **Inadequate Footwear**  
Poor choice of shoes can lead to inadequate shock absorbance, over-pronation, and heel counter rubbing can occur during running. Running in spikes can increase forces on the Achilles tendon.

### Signs and Symptoms

Achilles tendonitis usually presents as an ache over the tendon when walking or running. Commonly there is pain when you start to run which fades and reappears again when you get to the end of the run (when the tendon becomes fatigued). Pain can vary in intensity from an ache to a severe pain. You may be able to feel swelling and less commonly creaking in the tendon which is tender to touch. Often the swelling can be felt as a lump in the tendon 1 inch above the heel bone.

### Treatment

It is extremely important to react quickly to any Achilles tendon pain as a chronic condition can be extremely difficult to treat, therefore it is important to quickly start P.R.I.C.E. treatment (see last issue) if there

are any signs of Achilles tendonitis.

The initial step is to change any risk factors (see across).

- Stretch tight calf muscles.
- Deep frictional massage can increase blood flow and break adhesions that can form between the tendon and sheath.
- Strengthening the calf muscles - this should not be painful.
- Ultrasound can be used in the acute phase to help to reduce swelling and stimulate tissue healing.

Correction with orthotics may be indicated in a few instances which can improve the biomechanics of the foot and ankle.

Good management can resolve the problem but approximately 30% of cases will need surgical repair.

Early intervention and treatment is the best way forward in relieving the problem. The Fitzwilliam hospital has access to specialist physiotherapists, radiography, scanning and also orthopaedic consultants if required, at a sensible cost and without referral from your Doctor.

Please contact us on 01733 842319



## Advance Performers...

### Fireman to Iron Man

Twelve years ago, Fire-fighter Jez Crick, tried to run a marathon but had to give up because of severe pain and discomfort.

After consultations with a doctor, podiatrist and a knee surgeon, Jez was no better and was confined to running only short distances. Then he came across Matt Parker of Advance Performance at a race meeting, who prescribed the correct footwear, and



Jez Crick in training as he leaves from work at the Fire Station in Buckinghamshire

since then has gone from strength to strength ultimately to become an International Iron Man.

After visiting AP and receiving his carefully prescribed running shoes, Jez has since been able to run without pain and now even competes internationally in the notoriously challenging Iron Man event. This involves a consecutive series of activities including a 2.4 mile swim, a 112 mile bike ride and then a marathon (26.2 mile run).

### MBT's Have Changed My Life

I first heard about these rather unusual looking shoes while on my first visit to Advance Performance in spring last year. I was fascinated by the thought that a pair of shoes could really help my continuing back problem – one I've had on and off for about 20 years. Yes, they seemed expensive, but in comparison with the £0000s I've spent with physiotherapists, chiropractors, osteopaths etc. etc. over the years, the risk seemed minimal.

So I tried a pair – perfectly fitted by one of Samantha's extremely helpful sales staff – and wore them around the store for a while. They seemed most peculiar and unnatural at first, but I quickly got into the swing of walking very differently.

In brief, MBTs really have changed my life. I haven't been to any 'ist' or 'path' since I bought them, my posture has improved immeasurably and I'm an inch taller to boot! What's more – they've actually saved me money.

Sarah Perris-Myatt  
Nantwich, Cheshire

