



elete Athlete Profile: Louie Amelburu, Elite Road Racing Cyclist



When he is in his hometown of Las Vegas, Nev., you can find Louie Amelburu, sponsored through elete, riding in Nevada's desert mountains. Louie logs an average of 300 to 400 miles per week.. (Photo courtesy of Louie Amelburu.)

Bio:

Name: Louie Amelburu
Hometown: Las Vegas, Nev.
Age: 44
Data: Louie began racing 16 years ago. Since 2001, he has had 159 wins and appeared on the podium 300 times.

Stats:

Eight-time National Champion, USA Cycling Masters, Two-Time Master's Pan American Gold Medalist.
1st Overall – Cascade Classic SR (45+), Ore., High Uintah Classic (35+), Wyo., Calif./Nev. State RR and TT Championships (40+)

When he entered his first charity bicycle ride at the age of 28, Louie Amelburu, 44, a resident of Las Vegas, Nev. had no idea that his first race would ignite a lifelong passion for cycling. In the 16 years since that first race, he has had an impressive 159 wins and has stood on the podium 254 times. Louie maintains a hectic schedule teaching school at Mike O'Callaghan Middle School and averaging 300 to 400 miles a week on his bike. During February and September, Louie travels extensively across the U.S. competing in various road races. Louie has been a cyclist sponsored by **elete Electrolyte Add-In™** for nearly two years.

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Louie pictured at the San Dimas Stage Race in 2008—one of the many races in which he took first place in his age category (Photo courtesy of Louie Amelburu).

How did you first come to get involved with professional cycling?

“I participated in Multiple Sclerosis 150-mile charity ride. My cousin challenged me to do it!

What is it about cycling that you love so much?

“The feeling of being fit and experiencing the outdoors.”

What are some of the recent awards you’ve received?

“I began competing in 1992. I am an eight-time national champion, two-time gold medalist at the Masters Pan Am games. With numerous state championships in time trialing, road and climbing, I have won 158 races in my career.”

What are some of the 2009 events you plan to compete in?

“I will be doing the Major Stage races: Valley of the Sun, San Dimas, Cascade Classic, High Uintahs, Tucson Classic just to name a few.”

How you find the physical, mental, and emotional strength to push your body to such extreme physical limits?

“It’s difficult, but once you win it’s such a natural high that you want to win again and again. The real

factor that drives me is the ‘Fear of Failing.’ That in itself drives me to succeed.”

What is your typical training regimen? How often do you train? How do you prepare for cycling events?

“I train 6 days a week. I prepare specifically depending on the event. If it’s mostly climbing, I will climb a lot and really watch my weight and do specific interval training that will help my climbing. Preparation is dependent on the event.”



Louie pictured above at the elite national championship in 2008. Louie finished 9th at the prestigious event. (Photo courtesy of Louie Amelburu).



In terms of nutrition, what are indispensable items or strategies you've found effective in giving you that added edge?

"My nutritional strategies involve a well balanced diet that includes measuring carbohydrates, proteins, and unsaturated fats. My indispensable items are peanut butter and cottage cheese and proteins. Another is **elete**. I don't race without it. All of my bottles contain **elete** for pre and post recovery."

What is the biggest factor in terms of winning a race? Likewise, what are the biggest obstacles?

"Knowing your competition, strategies, preparation (physical and mental) and self confidence. The biggest obstacles are your competition, physical limiters (hopefully overcome by training), and the actual course your racing and of course, luck!"

Any interesting or little-known fact others may not know about you?

"I played two years of college baseball and trained professional boxers. I cornered two championship fights."

How did you find elete Electrolyte Add-In?

"I started using elete during the Mt. Everest challenge 2003, a grueling two-day stage race the covers 180 miles and climbs 30,000 ft."

Tell us a little about your experience using elete in training and competition.

"Using **elete** allows me to push harder and longer without cramping. I do vary during training and racing. I use **elete** during hard training sessions and definitely never race without it. In the summer (living in Las Vegas) I use it everyday with my hydration."

What are the specific benefits you've noticed using elete?

The ability to push myself without any concerns of cramping. I have done many races with good results using the elete product. My teammates are now using the product.



Louie Amelburu pictured during a 112-mile time trial that included 9,800 feet of climbing. Louie who assumed the bike portion of the Silverman Triathlon—dubbed the hardest triathlon in the world—posted the fastest time. (Photo courtesy of Louie Amelburu.)

For the average person who doesn't participate in these ultra-endurance events, but who may participate in mild to moderate fitness activity, what would you tell them about elete?

"It's a product that is just not for the elite athlete, but one that an everyday recreational athlete can benefit from. Most athletes are always looking for that extra edge, and I can assure you using **elete**, you gain a definite edge!" ■