

Leah Garcia *Is* Naturally Caffeinated™

natural•ly caffeine•ated™: *adjective*

A state of high energy, enthusiasm, and enjoyment of life.

A term used to describe individuals who energize their bodies and their lives through movement, activity, and healthy living.

Fitness Entrepreneur

President and Creative Director of Naturally Caffeinated™, Inc., a Boulder, Colorado, based company that provides custom fitness solutions, including corporate and Video-On-Demand programming. The firm also offers fitness consulting and corporate wellness services. Prior to launching Naturally Caffeinated™, Inc., in 1996, Leah managed her athletic career and successfully operated several small, start-up fitness companies.

Video-On-Demand Producer & Programming Executive

As the Executive Producer of **Naturally Caffeinated™ Entertainment** (a division of Naturally Caffeinated™, Inc.), Leah **produced** the **Zone Workout Series™, Fitness for Any Time Zone, five, 20-minute, hotel room On-Demand fitness videos.** (See *Leah* and preview the *Zone Workout Series™* at www.zoneworkout.com.)

TV Sports Commentator, Analyst, and Host

Leah currently travels the country as a **sideline/features reporter** for The Outdoor Life Network (OLN). She is also **part of several on-air teams hosting national and regional sporting events on network and cable TV stations.** Since 1998, she has covered professional mountain bike racing, cycling, freeskiiing, snowboarding, trail running, white water kayaking, rock climbing, rodeo, and bull riding as an adventure-sport series host, color commentator, analyst, features, and sideline reporter. Her work is broadcast on NBC, Fox Sports, ESPN, ESPN2, TNN, the Oxygen Network, and syndicated TV. *To request a demo reel, e-mail leah@naturallycaffeinated.com.*

"...Garcia's knowledge and enthusiasm for the sport is a breath of fresh air."

"...interviewer Leah Garcia has given the broadcasts a jolt of adrenaline, for which the veteran Miller is grateful."

—*Pro Rodeo Sports News* reviews of the TNN Wrangler Pro Rodeo Tour

Fitness Expert and Media Source

- **Works with print and broadcast media** (freelance and staffers) to provide timely, accurate, and relevant information on sports, fitness, and nutrition trends
- **Areas of Expertise:** Endurance Training, Sprint Distance Fitness, Anaerobic and Aerobic Workouts, Weight Training, Core Conditioning, Cycling Skills, Mountain Biking Technique, Trail Running, Horseback Riding, Competitive Sports, Outdoor Adventure Disciplines, and Simple Exercises for Everyday Fitness and Healthy Living

"Leah Garcia's experience as a professional athlete, certified fitness trainer, and on-air host...**makes her a uniquely qualified fitness resource for the media.** She knows how to deliver memorable sound-bites on demand."

—*Natalie Kurylko, freelance writer; Editor, Ski Racing Magazine*
(more)

Fitness Trainer

- Certified personal trainer; IDEA member
- Experienced group fitness trainer (stretching, core conditioning, and indoor cycling)
- Continuing Education Training (CEU) in health and fitness. CEU studies include diet and nutrition, metabolic typing, resistance training, functional exercise, and sports conditioning.

Championship Professional Athlete

Raced mountain bikes professionally for seven years in the United States and Europe:

- National & International ranked elite cross-country racer, 1992 to 1997
- World Championship qualifier (1993, 1994, 1995)
- North American Champion, 1996

Corporate Spokesperson, Contributor

- Has provided **expert information to the media** for nutritional products companies; bike, clothing and accessory manufacturers; and fitness centers
- An **advocate of the Zone Diet** since 1994, Leah **continues to work with Dr. Barry Sears, creator of the Zone Diet, providing insight and feedback from a fitness perspective.** She has been **featured in his new book, *The Anti-Inflammation Zone***, published in January, 2005. The fitness chapter, "**The Smart Workout**," includes photographs of her demonstrating various Zone Workout Series™ exercises and describing proper form and movement of each.

Published Fitness Writer

- Articles include bike racing features and reports (for *NORBA News*, the official off-road bicycling association magazine); health-and-fitness newspaper and magazine features that include general consumer tips and strategies as well as athletic-training articles

Professional Sports Model

Bike and *Energy* Magazines, Whole People (a division of Whole Foods), Revo Eyewear, Riff Raff Clothing, Wigwam Socks, Hind Clothing

Frequent Traveler

- Logs over 100,000 miles and 200 nights in hotels each year

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For more information: www.naturallycaffeinated.com