

The ride of a **WORLD CHAMPION**

Cathy Carstens, World Road Cycling Champion -What it takes to be a Winner

When Phil Liggett, known worldwide as the Voice of Cycling, says: "No one in the world can hold a candle to the Cape Argus Pick 'n Pay Cycle Tour", everyone in cycling listens. With more than 35,000 registered cyclists, the "Argus", as it is affectionately known in South Africa, has grown to become one of the world's most prestigious cycling events. The Phil Liggett comments, along with the presence of numerous world-class riders, including cycling legend Lance Armstrong, at the 2010 event ensures the stunning Cape Town event will grow even more in prestige.

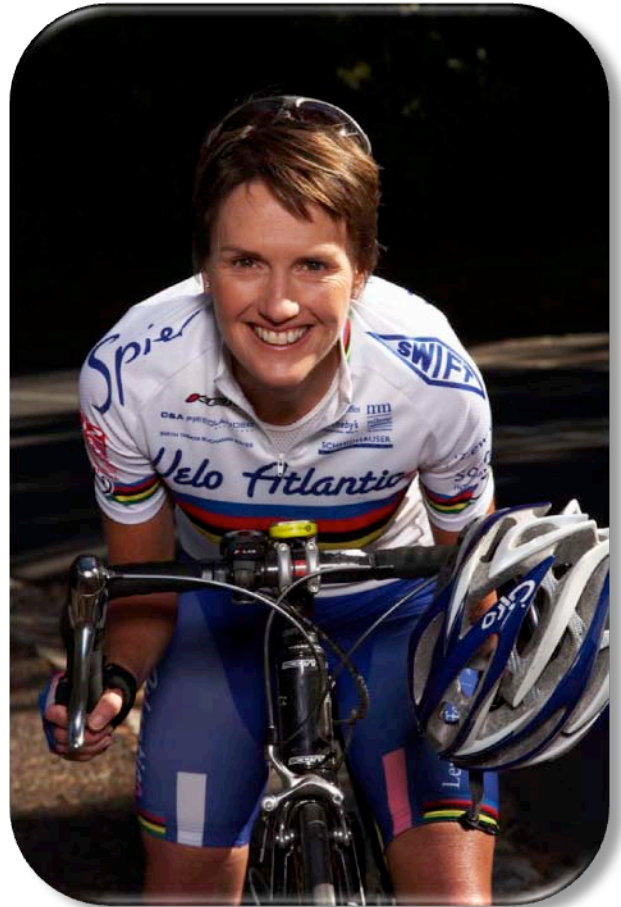
To win such a race against International Elite Professional riders on one occasion is a phenomenal result for any athlete. To win such a race twice stamps a rider as a real champion. So what does it mean when one rider wins such an event 5 years in a row. They reserve for themselves a place in a small



35,000 cyclists brave the elements for the spectacular and grueling Cape Argus Pick 'n Pay Cycling Tour

group known as the Elite of the Elites. South African Racing Champion, Cathy Carstens is the only person who has won the Argus 5 years in a row.

The Argus, the world's largest individually timed cycle race, tackles a 109km route around Cape Town that is as spectacular as it is grueling. It is also the first event outside



"I stand to empower myself and others to be the best they can be." Cathy Carstens

Europe to be included in the International Cycling Union's Golden Bike Series.

The Argus forms the backdrop of a stunning story of perseverance capable of inspiring all people, not only sports persons, to achieve more than they ever thought possible.

Destined to be a track and field champion, during the early 1980's Cathy Carstens was an 800m champion track star competing alongside the likes of Elana Meyer (who went

on to win a Silver Medal at the Olympics and who also set a world record for the half marathon). However, a serious car accident in 1984 injured her knee and ended her track and field career. To strengthen her legs she took up cycling where her natural competitive spirit inspired her to set a goal of entering the Argus and beating the best time set by Isovel Roche-Kelly (famous for having won the Comrades Marathon).

“Apartheid sanctions prevented me from competing on the world’s stage”

Despite all of this, outside of her home country of South Africa the cycling world knows little of Cathy Carstens. As she was reaching her prime as an athlete, apartheid sanctions prevented her from competing on the world’s stage. Cathy was forced to look on while others she had raced against and beaten became Olympic champions.

Carstens was spotted by a Belgium Cycling Scout and received an invitation to join the elite Shimano Cycling Team in Europe. Due to her grandfather’s Irish heritage she applied for an Irish Passport so she could turn professional and take up the offer. The process was blocked and it was not until 10 years later that the passport finally arrived.

“I was invited to join the elite Shimano Cycling Team in Europe”

To give Further perspective to Carstens’ unstoppable character and to illustrate the standards she set and achieved, in 1989 and 1990 she won the South African Championships with times fit for an Olympic Champion.

In 1991, with no end to apartheid in site, Carstens chose to build a career as a physiotherapist and start a family.

Many stories of hardship would end there, with the unfortunate missed opportunity of a lifetime created by bad luck, bad timing and

Within 12 months of taking up cycling Carstens smashed that record by 30 minutes, becoming the first woman to break the three hour mark winning the prestigious Argus in a superb time of 2:49:55, only 8 minutes behind the top professional men. For five years in a row, from 1986 through to 1990, Cathy won the prestigious event, something that has never been repeated.



political unfairness. With Cathy Carstens, however, this was just the beginning of an extraordinary journey of determination and passion.

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In 2002, after a break of 13 years, at the age of 41, Carstens was invited to return as a Celebrity to the Argus as part of their 25th anniversary. The invitation was the catalyst for a new level of interest and determination and a dream was re-ignited. Rather than just return as a celebrity, Carstens chose to return as a competitor as well. She performed remarkably well finishing in the top 100 without having trained at all. The following year she finished in the top 10 Elite

Professional Women, repeating this also for the following 3 years.

She started riding seriously again surprising herself by competing in the Elite and professional women's events, outperforming athletes half her age as well as the current national road racing champion. She regularly found herself on the podium of the biggest races in the country.

"I was beating athletes half my age"

Carstens began, once again, to dream of representing her country as part of the Elite squad. This was the one thing that she had always dreamed of.

Within a few months of taking up racing again she finished 2nd in the National Women's 3 day stage race. In numerous cycling battles Carstens found herself out riding many of the young champions of the cycling world. For example, Cathy had beaten the 2010 World Xterra (off road triathlon) Champion, Anke Erlank, who was 15 years her junior. In 2007 Erlank won the Argus in a record time of 2:48:29, barely a minute faster than the record Cathy set 21 years earlier. Carstens has successfully competed against current South African Road Race Champion, Cherise Taylor who, at 19 years of age, is less than half Carstens' age. 2008 Olympic Finalist in the Women's Road race, Marissa van der Merwe, failed to beat Carstens on numerous occasions.

More recently (from 2007 to 2010) Carstens has again won the prestigious South African Championships, bringing her total to 6.

Carstens went on to beat Andriette Schoeman in the 94.7 Cycle Challenge (also regarded by many as a key international event in Cycling) and she sensed she stood a real chance of being selected to be part of a South African elite squad. No one would argue that Carstens had not had her share of bad luck, but in March 2004 sporting tragedy hit her again with another Motor Vehicle Accident. This time she was a cyclist and her hand was

seriously damaged when a truck connected with her.

Her cycling lost the momentum of competing and the opportunity for that elite spot on the international team that she dreamed of began to fade away. In her youth she was denied by politics, now it was injury, but further to that, there was one more unfair and heartbreaking obstacle that would prevent Carstens from representing her country as an Elite Professional Cyclist. She realized she would never be considered, no matter how good she was, because of her age.

Unable to represent her country at the elite professional level Carstens was selected to compete at the UCI World Veterans Road Cycling Championships where in 2005 she won 2 Silver medals, in 2006 she won 1 silver medal, in 2008 she won Gold in the World Championships and in 2009 she won Gold in the World Cup. Finally Cathy Carstens represented her country and was recognized as a true world champion.

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Carstens remains philosophical about the various roadblocks her cycling and sporting career has faced. She is thankful for the political sanctions which allowed her to have

two gorgeous children and to grow a thriving business.

To date Carstens has won over 300 cycling races ensuring that the record books will show the legacy of a genuine champion.

Cathy Carstens stands tall as one of the world's great athletes. But more than that, she shines in all areas of her life. As a trained consciousness coach she knows exactly what it takes to become a winner, in life, in sport, in creating balance.

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Cathy will be visiting Australia in May 2010 and will be speaking at various venues across the country. She will share her story, offering genuine support and inspiration to anyone (in sport, business and life) who seeks the winning edge.

She will also be supporting the Amy Gillett Foundation, which aims to promote the safe interaction between Cyclists and Motorists.

For further details visit

www.amplewealththevents.com

<http://www.amygillett.org.au/>

Phone Enquiries: 03 9808 5458

Special Live Event with Cathy Carstens – Australian Tour - May 2010

MINDSET OF A **WORLD CHAMPION**

You are invited to spend two hours with Cathy Carstens as she shares with you life lessons and wisdom gained over decades of commitment and “unstoppable” effort. Cathy will share with you her thoughts on:

WINNING IN SPORT, BUSINESS AND IN **LIFE**

Discover how a World Champion Athlete, Mother of Two and Successful Business Woman uses the Power of **WINNING** to make a difference in her life and the life of others.

Perth,	Fri	May 7
Melbourne,	Tue	May 11
Adelaide,	Fri	May 14
Sydney,	Tue	May 18
Sunshine Coast	Fri	May 21

Also:

ride with a **WORLD CHAMPION**

Check Website for details of where and when you can participate in a training ride with Cathy. (All levels welcome with donated proceeds going to the Amy Gillett Foundation) Reservations for all events can be made at

www.amplewealththevents.com - Enquiries 0398085458

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