

PRESS RELEASE

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GOING FOR GOLD

Exercise plays a part in all our lives whether we are playing the occasional game of football with the children, using exercise to help fight the battle of the bulge, or, if we are elite athletes, hoping to win a gold medal at Athens this summer. So when we find that caffeine, at levels found in one cup of coffee, can both reduce the sensation of fatigue as well as enhance exercise performance, this has significant implications for us all.

There is substantial research that concludes that caffeine does improve physical performance. Its effect also appears to be widespread across a diverse variety of sports and exercises. Studies have also been wide ranging and have included well-trained athletes and relatively sedentary individuals of both sexes and different age groups.

In many of these studies, where performance was improved by the ingestion of caffeine or drinking coffee, there was the also the additional benefit of an associated reduction in the sensation of fatigue.

In a presentation at the International Coffee Organization today, Professor Ron Maughan, Head of the School of Sports and Exercise Science at Loughborough University and adviser on Sports Nutrition to the International Olympic Committee, said " Given the various initiatives aimed at promoting physical activity to improve health, anything that encourages participation by reducing the discomfort and fatigue most people feel when exercising, has enormous potential implications for improving public health"

Caffeine, in the form of coffee, has that ability.

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EDITORIAL NOTE

For more information about the Positively Coffee Programme, visit the website: www.positivelycoffee.org

