



PRESS RELEASE

WORLD'S NO.1 ARMWRESTLER, DEVON "NO LIMITS" LARRATT TOURING AUSTRALIA

Hosted by The Australian Armwrestling Federation

EVENT: Australian Tour for World's No. Armwrestler
ONLINE: <http://www.armwrestlingaustralia.com/newspost/devon-no-limits-larratt-australian-tour/>
LOCATION: Melbourne Saturday March 1st
Perth Sunday March 2nd
Sydney March 4th
Melbourne for FITX Expo March 8th & 9th
Brisbane March 10th

ABOUT ARMWRESTLING AUSTRALIA

The Australian Armwrestling Federation (AAF) is the governing body for the sport in Australia and was formed in March 2001. The AAF is affiliated with the World Armwrestling Federation. It is the mission of the AAF to develop armwrestling as a sport in Australia using WAF sanctioned rules and weight divisions. The Australian Armwrestling Federation is an organisation dedicated to the growth of the exciting sport of armwrestling within Australia. With the primary aim of achieving mainstream recognition and the status of a true strength sport, the organisation is working constantly to hold and promote armwrestling competitions of the highest possible level throughout Australia.

ABOUT DEVON LARRATT

Devon "No Limits" Larratt is currently ranked the World's No.1 armwrestler for both the left and right arm across any weight division according to Engin Terzi's world rankings. Standing at over 198 centimeters tall and weighing in at more than 111kg, Devon makes an imposing figure and dwarfs his competitors who aren't exactly wimps either.

ABOUT THE TOUR

The Australian Armwrestling Federation will be hosting the World's No. 1 Armwrestler, Devon Larratt for his Australian Tour. Devon will be conducting training seminars for enthusiastic armwrestlers around the country. Tickets are sold through Armwrestling Australia. Devon will also be present during March 8th-9th at the FitX Armwrestling Invite-only Championships – Oceania's largest armwrestling event.

Sincerely yours,

AMY KAULER

Australian Armwrestling Federation
Creative & Communications Director



For all media enquiries, please contact Amy via:

P: 0420 988 185

E: media@armwrestlingaustralia.com



88

ARMED AND DANGEROUS

Our writer entered the world of professional arm wrestling to settle old scores and build battle-hardened biceps. Here's your blueprint to bigger guns.

BY BEN JHOTI



ABOUT ARMWRESTLING AUSTRALIA

The Australian Armwrestling Federation is an organisation dedicated to the growth of the exciting sport of armwrestling within Australia. With the primary aim of achieving mainstream recognition and the status of a true strength sport, the organisation is working constantly to hold and promote armwrestling competitions of the highest possible level throughout Australia.

As an instantly recognisable and familiar test of one's strength, arm wrestling can and certainly does appeal to a diverse range of people, both men and women alike, irrespective of age, fitness and strength levels. It is a sport of the people, accessible to all who wish to be involved, and if the interest shown in the sport over the last three years within Australia is anything to gauge things by, its rapid growth is something that will only continue to increase in the coming years.

Armwrestling competitions are extremely fast paced and exciting, creating an atmosphere of intensity and power almost unrivalled by most other combative strength sports. This intensity generated by the competitors feeds quickly into the spectators creating a thrilling and involving event anyone who witnesses it. These events are truly electric at their very best.

On an international level, **armwrestling events are truly a spectacle to behold, and draw attention from mainstream media along with incredibly large crowds and diverse crowds for a strength sport.** If recent events in Australia continue to grow in the way that they have throughout 2012 and the beginning of 2013, then there is no reason as to why armwrestling will not see itself thrust into a brighter sporting spotlight in Australia, a spotlight it enjoys readily across the USA and Eastern Europe.

ARMWRESTLING IN AUSTRALIA IS NOW PRIMED TO ASSERT ITS STATUS AS THE MOST ACCESSIBLE, INTENSE, AND EXCITING OF ALL THE STRENGTH SPORTS!



ARMED AND DANGEROUS

Our writer entered the world of professional arm wrestling to settle scores and build battle-hardened biceps. Here's your blueprint to bigger biceps.

STAY STRONG

ORIGINAL GATORADE

WHEN YOU WANT TO COMPLETE HEAD TO HEAD, YOU NEED FUEL AND HYDRATION AT YOUR FINGERTIPS.

Scientifically formulated with fluids and electrolytes to promote complete hydration.

Contains carbohydrates to fuel active working muscles.

It's still the original Gatorade, and the world's most researched sports drink.

GATORADE SERIES GET THE EDGE.

Woolworths

Like the Woolworths convenience app for iPhone and Android to add items to your shopping list and get your nearest store.

Download the FREE Woolworths App from the App Store or Google Play.

Available in Australia.

Strong arm of the law

For Murray McKay, a former world armwrestling champion and Olympic medalist, the only way to stay in the top tier is to stay in the top tier. McKay, 47, has won the world title 11 times and is currently ranked as the world's number one arm wrestler. He is a former professional bodybuilder and has a reputation for being a tough, competitive fighter. McKay's success in arm wrestling is due to his exceptional strength and technique. He has trained with some of the best coaches in the world and has a deep understanding of the sport. McKay's dedication to his craft is evident in his rigorous training regimen and his focus on maintaining peak performance. His story is a testament to the power of hard work and determination in the world of professional arm wrestling.



MY SCENE / ARM WRESTLING

A strong grip on technique

Hand strength is critical. My training focuses on cable work in Melbourne on a regular basis.

BEN ROBORON

Ben Roboron is a professional arm wrestler and a former world champion. He is known for his exceptional strength and technique. Roboron has trained with some of the best coaches in the world and has a deep understanding of the sport. His dedication to his craft is evident in his rigorous training regimen and his focus on maintaining peak performance. Roboron's story is a testament to the power of hard work and determination in the world of professional arm wrestling.

BICEP BOOT Gunning for a grip on title

AUSTRALIA'S toughest men and women will come out all guns blazing on Sunday to win a national arm wrestling title: and it won't be over a pint.

Phil Rasmussen, manager of the rapidly expanding Australian Armwrestling Federation, says a social media campaign blitz has taken the sport out of the bars and into the arena.

"It was considered something that you did over a table in a pub as a bet," he said.

"But now people notice it's a sport being held in a professional manner."

More than 100 contestants are expected at St John's Main Hall in Mitcham for the Australian Championships.

Although contestant [name] is a former world champion, he is not a professional arm wrestler. He is a former professional bodybuilder and has a reputation for being a tough, competitive fighter. His story is a testament to the power of hard work and determination in the world of professional arm wrestling.

MY WRITER BEN JHOTY WAS A SPAGHETTI-LIMBED WEAKLING WHO COULDN'T BEAT ANY OF HIS COLLEAGUES IN AN ARM WRESTLE. SIX WEEKS LATER HE FOUND HIMSELF COMPETING AGAINST THE BEST IN AUSTRALIA. FIND OUT HOW HE BUILT STRENGTH, SPEED AND POWER TO PREPARE FOR ARMED COMBAT

Armed and Dangerous



Ben looks arms with his training coach, Nick Thilicos.

IT STARTS with the 'switch'. Under the glare of the lights on the main stage at the FitX Arm Wrestling Championship 2012, I stand behind a purple table. My opponent is four-time pocket rocket of explosive energy known for his lightning hits.

Lorenzis, a 27-year-old vegan, extends his hand, but I'm not quite ready to grasp it. In a nod to Sylvester Stallone's seminal 1987 arm-wrestling movie *Over the Top*, I'm slowly and deliberately switching my cap back to front to help make me feel, as Sly puts it, "like another person. Like a truck. Like a machine."

Realistically, I have no chance of beating the cable-veined Latvian champ and sometime IT student who finished 16th in the 70kg class at the 2006 world championships. But I have to believe that I can. In arm wrestling, like all one-on-one combat sports, he it boxing or MMA, self-belief is the bedrock of survival and the platform for success. It helps to follow Sly's lead and cast yourself as the underdog. As Stallone explains, "The world meets nobody halfway. If you want it, you've got to take it."

Cap in place, I shake Lorenzis's chalky hand, trying to ignore its mitt-like proportions and vice-like pressure. Next we grip up, resting our elbows on the pads in front of us and linking hands. Mine feels like it's been snuffed as the two refs adjust our fingers and straighten our wrists. I look across the table at Lorenzis, but his glazed blue eyes betray nothing. Instead, I concentrate on our knitted fists, blocking out the crowd and the booming voice of the announcer. I'm listening for two words: "Ready, go!"

