

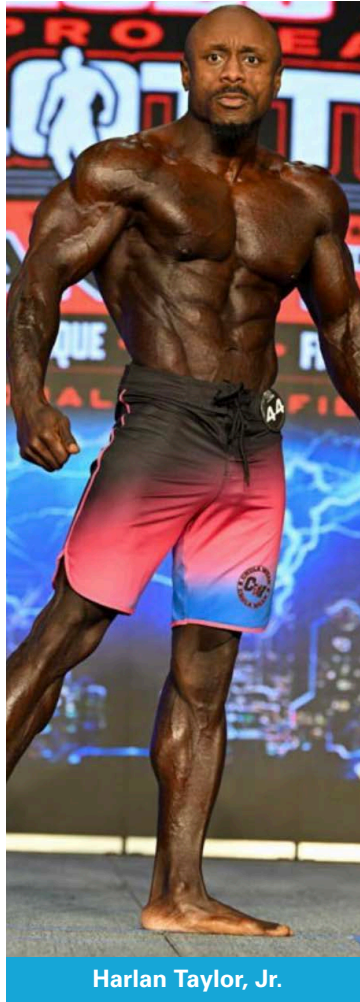
LSR SPONSORED ATHLETES



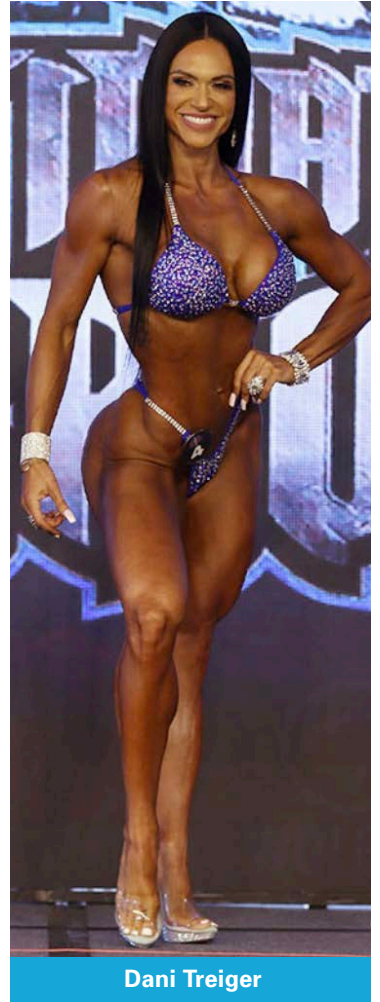
Jessica Reyes Padilla



Michelle Hurst



Harlan Taylor, Jr.



Dani Treiger

Masters Athletes Inspire

The Masters Olympia is returning after 11 years and some may ask why? What is different now from then? The Olympia is the pinnacle of the sport of bodybuilding, so what does that mean for the athletes that compete for the title of Masters Olympia? Does the prize money make it worth it? Does the title mean as much? Who are these athletes that are over 40? Over the past fifteen years I have interviewed, prepped, and posed hundreds of masters athletes and this is what they had to say.

Why bring back the Masters Olympia now?

Data analysis shows that the masters categories comprise the largest number of athletes in the NPC divisions increasing the value and the economy of the Masters Divisions. Up until the past few years there weren't that many opportunities for IFBB Pro Masters athletes to compete in their own age group. Now that more shows offer Masters Pro divisions, it just makes sense that the time is right to bring back the Masters Olympia.

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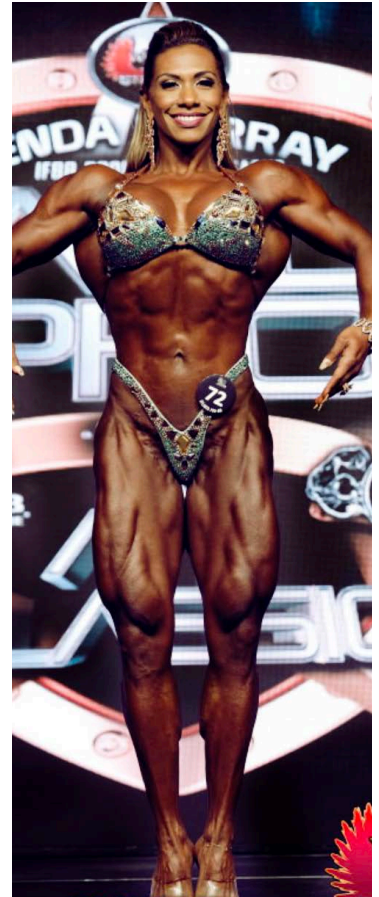
Geri Lara-Berger



Ivie Rhein



Alissa Carpio



Thais Werner

What is different now from then?

In a word, social media. It's made the sport of bodybuilding more visible than ever and that's because amateur and professional athletes both share their journeys. While some may think that only the elite have recognizable names, you would be surprised to find that each and every bodybuilding athlete may aspire to be like the most elite but more often than not they are inspired by a friend, a relative, a gym buddy or coach, or maybe even someone they follow on social media. After all, anyone can be an influencer.

What does a Masters Olympia title mean?

It means that IFBB Pros who have spent years competing in a sport they love can continue striving to be their best on a competitive stage and continue to be a part of the bodybuilding family for years to come. So many of them want to. That is why every two years there is the Senior Olympic Games, there is MastersTrack & Field, Road Racing, Cross Country, Masters Swimming, Masters Weightlifting, and many more sports that have Masters Divisions. In bodybuilding, it's not impossible but it is difficult for masters athletes to be competitive in the Pro open division. There are those that have done it and done it well but there are so many more that are excited to have something to strive for that keeps them competitive for many years to come. What's more, their support and excitement for the sport will help bodybuilding and the businesses that compliment bodybuilding continue to grow.

“ Now that more shows offer Masters Pro divisions, it just makes sense that the time is right to bring back the Masters Olympia. ”

Does the prize money make it worth it?

It's not about the money. For some, titles will help them with their coaching, training or other small businesses but for most, the money is not the point. For most of the masters athletes, competing is a serious hobby. An expensive one at that. But it's a part of who they are, it gives them the ability to continue to do what they love, to represent and advocate for the sport of bodybuilding and the NPC and IFBB Professional League. That is what's important. Plus the winner in every category earns a spot at the 2023 Olympia!

Who wouldn't want the largest segment in bodybuilding to continue to show support well into their years? It keeps the masters athletes actively renewing their memberships each year, It makes the shows more fun, the athletes bring more spectators to the sport which in turn makes the sponsors and vendors happy and most importantly, it inspires others to want to be a part of our sport. We can't wait to watch and cheer for all the athletes competing at the Masters Olympia, August 26-27, 2023.