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## **INDOOR CYCLING AND SPINNING® INSTRUCTORS TIRED OF REPEATING THEMSELVES AND SOUNDING LIKE A BROKEN RECORD**

The Indoor Cycling Association has launched a cueing and coaching app with the potential to change the industry

Indoor cycling and Spinning® instructors have struggled with constantly repeating themselves since the advent of Spinning. Good instructors are continually seeking new ways and words to inspire their students in class. Among the many challenges for instructors are accurately describing intensity and proper technique, and how to cue resistance on the bike.

The Indoor Cycling Association (ICA) has released Cuez, a coaching app in iTunes that solves this challenge: “I don’t know what to say in class!” The Cuez app provides hundreds of cues for every coaching and teaching situation an instructor may encounter.

As a master instructor (MI) who has educated thousands of instructors, Jennifer Sage, founder of ICA and Spinning MI from 1997 to 2009, has heard instructors voice this struggle for 17 years.

Sage compiled cues from her popular workshops and master classes at fitness conferences, collected others from fellow master trainers and inspirational coaching books, and categorized them in the Cuez app. Other inspiring coaches were recruited to contribute as well.

The result is a large repository of cues for every coaching situation imaginable on an indoor bike. A paid subscription to the app provides over 650 initial cues with 30–50 added each month.

“The goal of the app is to turn all instructors into inspiring coaches and educators,” Sage says. “Riders will never miss a class, inspired by their instructor’s new ability to motivate and empower.”

The cues are organized within 24 categories that further divide into 3 to 8 subcategories. Categories include terrain (flat road or climb), intensity (HIT, heart rate, perceived exertion, power), motivation (inspirational and mind-body), warm-up, cool-down, adding resistance, outdoor and racing simulations, using music, and much more. Users can search by category, author, keyword, or text to find the perfect cue.

Sage says she is most excited about cues contributed by Tom Scotto, ICA master instructor and director of education. Scotto is a longtime indoor and outdoor cycling coach, skilled in proper cycling technique and biomechanics, a trained musician, and a master at presentation skills.

“Tom has a way of taking cycling technique, intensity, or physiology and putting it into words everyone can understand,” Sage says. “He is also funny, which comes across in a few of his cues. Instructors using his cues are in for a treat.”

A side benefit of using the app is that instructors will enhance their understanding of training concepts, such as proper sprinting and pedal-stroke technique, and how to describe the science of heart rate, power, thresholds, and breathing for recovery.

“We believe Cuez has the ability to positively influence instructors, motivate classes, and impact the popularity and growth of the indoor cycling world,” Sage says.

The app is available on iTunes for a monthly subscription of \$1.99 or yearly for \$19.99, with new cues added each month. The free version of Cuez includes 150 cues and quotes. All versions allow users to enter their own cues and categorize them. In the near future, instructors will be invited to submit their cues to the library and, upon approval, those will be available to instructors around the world. Information about Cuez can be found at <http://www.indoorcyclingassociation.com/cuez>

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If you’d like more information about this topic, or for an interview with Jennifer Sage, creator of the Cuez app, call 970-390-1757 or email [Jennifer@indoorcyclingassociation.com](mailto:Jennifer@indoorcyclingassociation.com).

