

## Day 2 Toolkit:

### **Event:**

Cycling Competition – women's first day

Date: 29.07.12

Relevant Athlete Assets:

- [Victoria Pendleton](#)
- [Jess Varnish](#)
- [Lizzie Armitstead](#)

Product story / assets: [Cycling apparel](#)

Weightlifting Competition – Men's first day

Date: 29.07.12

Relevant Athlete Assets: [Matthias Steiner](#)

Product Story / assets: [Weightlifting apparel](#), [adipower Weightlifting](#)

Key Technology: [TECHFIT PowerWEB](#)

Archery Competition

Date: 29.07.12

Product Story – [Archery apparel](#)

Volleyball Competition – Men's first day

Date: 29.07.12

Product Story: [Volleyball apparel](#), [Opticourt 2 Volleyball](#)

Handball Competition – Men's first day

Date: 29.07.12

Product Story / assets: [Handball apparel](#), [adizero Prime \(handball\)](#), [adipower Stabil 10 \(Handball\)](#)