



# 10

**CAN'T-MISS**  
**OLYMPIA**  
**EVENTS**



**MAKE THE MOST OF BODYBUILDING'S BLOCKBUSTER WEEKEND WITH OUR DEFINITIVE LIST OF THINGS TO SEE AND DO**

Olympia Weekend is and always will be where bodybuilding legends are made, but it has become more than just a showcase of spectacular physiques. The industry's biggest event is a four-day, all-you-can-eat buffet that'll satisfy the most voracious bodybuilding fan. With so much to see and do, you'll need a road map to make sure you don't miss a thing. Here's ours.

**BY ZACK ZEIGLER**  
ONLINE EDITOR/STAFF WRITER

PHOTO: PAVEL VITKAL



**INZER OLYMPIA PRO POWERLIFTING CHAMPIONSHIPS**

**WHEN:** Saturday, September 25, 3 PM

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** An Olympic bar turning into a parabola.

**WHAT YOU MIGHT SEE:** Vomit. Tears. Primal screams. This crew defines intense.

>> Watching these beasts dominate the squat, deadlift and bench press can make even the mightiest man feel weaker than a titmouse. But there are few things sweeter in life than seeing hefty dudes heaving heavy weights to earn props as the best badass bar-bending powerlifter in the land!



**BSN PRESENTS OLYMPIA'S GRAPPLING AND JIU JITSU CHAMPIONSHIPS**

**WHEN:** Friday and Saturday, September 24 and 25

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** Takedowns and tap outs.

**WHAT YOU MIGHT SEE:** Karate kicks and knockouts.

>> Hand-to-hand combat rules — especially when you're watching safely from the sidelines. Kids and adults of all ages and skill levels will showcase their techniques and TKOs on the grappling mat as they vie for up to \$10,000 in cash and prizes.

PHOTOS: (TOP LEFT AND NEXT PAGE) MIKE MADER; (BOTTOM) COURTESY OF NAGA



**OLYMPIA SUPERSTAR SEMINAR**

**WHEN:** Sunday, September 26, 11 AM

**WHERE:** The Orleans Hotel & Casino, Mardi Gras Ballroom

**WHAT YOU'LL SEE:** Newly crowned O winners rehashing the weekend's events — uncensored.

**WHAT YOU MIGHT SEE:** Tears. Climbing to the top of the mountain is mentally and physically exhausting.

>> They're happy (well, most of 'em) and no longer hungry. So what you'll get from this year's winners is an up-close-and-personal account of how they did it and what it meant to them. Trust us, there's no better place to be on Sunday morning than in front of the stars you traveled so far to see.



### **MHP PRESENTS AMERICA'S STRONGEST MAN**

**WHEN:** Friday, September 24, 12 PM

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** Oversized objects being tossed around like Happy Meal toys.

**WHAT YOU MIGHT SEE:** World records being shattered by fellas you wouldn't want to tangle with.

>> You know in the movies when Superman does the unthinkable, like pick up a bus and spin it on his pinky? You'll find that same type of unearthly strength here — except it's the real deal, baby! Watch mounds of mass go head-to-head in competitions such as the 200-pound one-arm dumbbell press and the Atlas stone load. You have to see it to believe it!

### **MR. OLYMPIA PRESS CONFERENCE**

**WHEN:** Thursday, September 23, 12 PM (Noon)

**WHERE:** The Orleans Hotel & Casino, Showroom

**WHAT YOU'LL SEE:** The Mr. O competitors taking turns on the hot seat.

**WHAT YOU MIGHT SEE:** Emcee Bob Cicherillo sporting another trend-setting fashion ensemble.

>> It's a tension-filled precontest free-for-all that's beaming with passive-aggressive putdowns and the airing of dirty laundry. Some say it can get awfully uncomfortable on "front street," but when the stakes are this high, you'd better be able to handle a little trash talking.



PHOTOS: (TOP) MIKE MADER; (BOTTOM TWO) ISAAC HINDS



### MEET THE OLYMPIANS

**WHEN:** Thursday, September 23, 7 PM

**WHERE:** The Orleans Hotel & Casino, Arena Concourse Level

**WHAT YOU'LL SEE:** The biggest names in bodybuilding, fitness, figure and bikini mingling with their fans.

**WHAT YOU MIGHT SEE:** An overambitious kid requesting to have his face signed instead of his Olympia program.

>> It's your chance to say "What up!" to all the superstars who make the IFBB Pro League tick. Drop by your favorite pros' tables to snag photos, autographs or simply to wish 'em luck.



### OLYMPIA WORLD'S STRONGEST BODYBUILDER

**WHEN:** Saturday, September 25, 3 PM

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** A balls-to-the-wall liftoff.

**WHAT YOU MIGHT SEE:** Fireworks. Emotions rule when \$15,000 is on the line.

>> Striations, lines and symmetry can lock in a win on a bodybuilding stage, but they'll get you nowhere in the Olympia's Strongest Bodybuilder competition. The only route to victory: put up humongous numbers. The winner determines which IFBB Pro League athlete can legitimately claim he's the strongest bodybuilder of them all.

PHOTOS: MIKE MAHER



**SUPERPUMP MAX PRESENTS THE 2010 FLEX BIKINI MODEL SEARCH CHAMPIONSHIPS**

**WHEN:** Friday, September 24, 2 PM, prejudging;  
Saturday, September 25, 12:30 PM, finals

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** Lots and lots of skin.

**WHAT YOU MIGHT SEE:** A handful of males who won't be able to walk until the bikini babes exit the stage.

>> Guys, prepare to give your eyes a thrill as scores of smiling and smokin' hot bikini bods parade onstage. Ladies — same time, same place — you get your chance to ogle over a gaggle of ripped dudes at the SuperPump MAX Presents MUSCLE & FITNESS Model Search. It's an equal opportunity appreciation of the heavenly body.



PHOTOS: PAVEL YTHALAL

**MS. OLYMPIA, FITNESS OLYMPIA & BIKINI OLYMPIA PREJUDGING AND FINALS; MR. OLYMPIA & FIGURE OLYMPIA PREJUDGING**

**WHEN:** Friday, September 24, 10:30 AM, Ms. Olympia, Fitness Olympia, Bikini Olympia and Figure Olympia prejudging; Friday, September 24, 7 PM, Ms. Olympia, Fitness Olympia and Bikini Olympia finals; Mr. Olympia prejudging

**WHERE:** Las Vegas Convention Center, South Hall

**WHAT YOU'LL SEE:** Striations in all the right places.

**WHAT YOU MIGHT SEE:** The woman of your dreams.

>> No need for your Friday-morning energy drink. The Las Vegas Convention Center stage will have more wattage than the entire Vegas Strip as the ladies of the IFBB Pro League tumble, turn and flex in hopes of obtaining the jewel of the industry. Then, make the move to Orleans Arena for the women's bodybuilding, fitness and bikini finals and the first round of Mr. Olympia prejudging. Pace yourself! This is only day one of competition!

## **OLYMPIA 202 SHOWDOWN PREJUDGING AND FINALS; MR. OLYMPIA & FIGURE OLYMPIA FINALS**

**WHEN:** Saturday, September 25, 10:30 AM, Olympia 202 Showdown prejudging; Saturday, September 25, 7 PM, Olympia 202 Showdown, Figure Olympia and Mr. Olympia finals

**WHERE:** Prejudging — Las Vegas Convention Center, South Hall; finals — Orleans Arena

**WHAT YOU'LL SEE:** The gods and goddesses of the IFBB Pro League in full-on battle mode.

**WHAT YOU MIGHT SEE:** A four-time winner or the 13th person to win a Sandow for the first time.

» Can Kevin English defend his 202 title, or will David Henry reclaim it? Can Nicole Wilkins-Lee become a two-time Figure 0 champ at the tender age of 26? And let's not forget the big boys! Last year, Jay Cutler sent shock waves through the industry when he became the first man in history to recapture the Sandow after losing it. Now he has his sights set on win number four, but he'll have to hold off a pack of hungry challengers, led by Kai Greene and Phil Heath. And it's not just a three-man race, as Dexter Jackson, Branch Warren and Victor Martinez are all vying to become the sport's undisputed king. **FLEX**



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INFORMATION, VISIT, [MROLYMPIA.COM](http://MROLYMPIA.COM).