

PRESS RELEASE

Pacific Institute for Sport Excellence's First Annual Canadian Strength and Conditioning Conference April 2nd & 3rd, 2011

FOR IMMEDIATE RELEASE

The Pacific Institute for Sport Excellence (PISE) is looking for a Title Sponsor for its First Annual Canadian Strength and Conditioning Conference on April 2nd and 3rd, 2011. The conference is designed to bring together Vancouver Island and Lower Mainland sport professionals in the areas of sport science and long term athlete development (LTAD). The event will also provide regional health and wellness professionals with an educational experience to help further their professional development.

This is a fantastic opportunity to directly reach influential sport leaders in our community as they develop new programs, relationships and skills. The event's keynote speaker is Dr. John Berardi, an elite nutrition and exercise physiologist and adjunct professor at Eastern Michigan University and the University of Texas. His athletes in the last two Winter Olympics alone have collected an amazing 25 medals – 12 being gold!

Topics for the Strength & Conditioning Conference will align with the Canadian Sport for Life (CS4L) model and span a number of areas, including: working to include persons with disabilities in programming and facilities; working to avoid and deal with injuries; client compliance with programs; CrossFit as a training application; strength training for teens; KettleBell training; developing physical literacy in kids; strength training technique; and fundamental movement skills instructor training.

The Conference spans over two days with the majority of the workshops taking place on Saturday April 2nd followed by the wine and cheese in the evening featuring Dr. Berardi's keynote address. On the Sunday there is a full day instructor training course for Fundamental Movement Skills which gives the tools to deliver movement skills to children.

Given that the Strength & Conditioning Conference is aligned with the Canadian Sport for Life model in how the conference will be delivered, it is an ideal professional development opportunity for those working in education, recreation, fitness, health and sport. Professional development credits are also available through some organizations.

For more information contact Mikyla Cleal, Events Coordinator at PISE at 250-220-2585 or by email at events@piseworld.com

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