



NEWS RELEASE

St Joseph Celtics Football Program utilizes the ASDC-NorthWest to enhance sport science services to emerging athletes

(GRANDE PRAIRIE– Mar 1st) The Alberta Sport Development Centre (ASDC) – Northwest Region has recently signed a partnership agreement with St Joseph Celtic Football to provide sport science services for the teams 2011 Season.

While the Celtics Coaching staff will provide the sport specific technical training to the athletes, the ASDC – Northwest will be developing the sport science aspect available for the athletes in the program. The partnership compliments the technical coaching athletes receive from the Celtics top notch program in an effort to help improve sport performance for the individual athletes.

“It was through our team building and goal setting that we decided to set a mandate to try and incorporate as many of our athletes into a full season fitness program. Our partnership with the ASDC this year is making this a reality. With the help of ASDC NW we have been able to use the principles of the “Long Term Athlete Development” to periodize a program that will allow our athletes to achieve success while preparing their bodies for the sport.”- Trevor Prichard, Head Coach

The one-year partnership, which may be renewed in the future, will support up to 40 athletes, identified in the football program with individual physiological assessments which will consist of testing protocols, standardized by Alberta Sport Development Network to ensure that the high performance coaching staff may compare athletes against each other, against themselves over a specific period of time as well as against National standards. Players are tested twice, once this past February and again prior to the football season starting. In addition, the athlete will receive periodized training programs based on those test results. On top of this, every athlete will receive significantly discounted rates to access the entire ASDC NW ‘Performance Enhancement Team’ which included Certified Exercise Physiologists, Registered Dietitians and Mental Skills Experts. As required, this Team can also include service providers from all across Alberta as part of the ASDC Network (www.asdc.ca).

“We hope that this type of programming will maximize the potential of every athlete playing with the St. Joes Celtics, not only physically, but also mentally as well.”- Trevor Prichard

The ASDC- NW will also be able to provide the Celtic Football program with specific data to help further develop information presented to the athletes that participate in future programs. ASDC – Northwest and the Celtic Football program hope to create a culture whereby:

- Athletes take ownership of their personal learning and grow within their sport

- Athletes take initiative to access resources available to them (i.e. coaching, camps, Performance Enhancement Team, etc.)
- Athletes are competing at the highest level offered within their tier
- Athletes are aspiring to reach an advanced level of competition within football

The Celtic Football team has been able to transform from a Tier III program provincially, who had a great deal of difficulty competing at that level, to a Tier II program that was able to make it to the provincial final game this past year. They were able to capture the silver medal and did so with a team that had a lot of grade 10's starting on the field. This short transition competitively was due to the hard work of the players and their dedication to a training program in the off season that both the players and coaches felt was important. With this new partnership, the Celtic Football program is hoping that in the near future they will be able to get back to the provincial title game with an even better result.

“We (ASDC- Northwest) are very enthusiastic about this partnership! Periodized training and developmentally appropriate exercise selection at this age is incredibly important for athletes pursuing sport at a higher level. We are confident that the short and long term training effects will have a positive impact on this team.” – Miranda Sallis, ASDC NW Director

The athletes aren't the only ones who are benefitting from the services provided through this partnership. Coaches are also provided with tremendous resources and services to aid in their support of these athletes. Parents, as well, can access additional resources and services to aid in their young athlete's development.

About Alberta Sport Development Centre - Northwest Region

The Alberta Sport Development Centre (ASDC) - Northwest Region is a partnership between the Alberta Sport, Recreation, Parks, Wildlife Foundation and Grande Prairie Regional College to coordinate and enhance sport science and sport medicine services to Alberta's emerging athletes and coaches. The ASDC - Northwest Region offers a fully integrated sport science environment allowing rural and urban area athletes to develop and train at a high level without leaving home. The ASDC - Northwest office is located within the Grande Prairie Regional College's Physical Education, Athletics and Kinesiology Department.

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