

FOR IMMEDIATE RELEASE

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MARCELO BALBOA PARTNERS WITH FITWISETRAINING.COM TO PROVIDE YOUTH SOCCER SKILLS AND CONDITIONING DOWNLOADABLE VIDEO SEGMENTS AND DVD

Portable Personal Trainer Offers Marcelo Balboa's Soccer Skills and Fitness Exercises for Download to Video iPods[®], Cell Phones and Computers

Boulder, CO – Youth soccer is one of the most popular organized youth sports in America, totaling 12.5 million youth team players in 2002, according to the Sporting Goods Manufacturers Association¹.

Recent studies show that youth sports-related injuries are increasing: More than 3.5 million children 14 and under receive medical treatment for sports-related injuries each year. Along with the typical sprains and strains are a lot of overuse injuries — stress fractures, tendonitis, and cartilage damage². Sports medicine experts recommend youth sports participants engage in a proper injury prevention program. However, many people do not have the financial means to hire a certified sports conditioning specialist or coach to work privately with their children.

Parents wondering how to get their children involved in an exercise injury prevention program can now look to **FitwiseTraining.com** for a convenient, affordable solution. **Marcelo Balboa**, retired professional soccer player, is featured in **FitwiseTraining.com's** Soccer skills and soccer conditioning exercises. These high-quality exercise video clips can download directly to a video iPod[®], Smartphone, or computer. The Soccer-wise DVD is also available for purchase through **FitwiseTraining.com**.

FitwiseTraining.com is an original “portable fitness trainer” that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live certified fitness professional, but at a more affordable cost and with the convenience of using the program anywhere at anytime. The video

¹ Roniger, Lori Rochelle. “A kick in the grass? Sports medicine, youth injuries and soccer.” *Biomechanics Magazine*, April 2007.

² Neergaard, Lauran. “Torn ACLs, other big injuries hit little athletes.” *Associated Press*, July 7, 2008.



clips and accompanying audio demonstrate proper technique, improving the individual's desired results and reducing the risk of injury.

Targeting a workout program toward young people was a no-brainer for **FitwiseTraining.com** founder and president, Jennifer Lesea-Ames, M.S., CSCS. "Today's youth are the ones with the gadgets – the video iPods® and the Smartphones. Why not give them the opportunity to use their technology for something that benefits them physically and mentally? It's very important that we provide kids with opportunities and resources to get in proper physical condition, help reduce their risk of getting injured, and help prevent burnout. Ultimately, our intention is to instill a sense of fitness and healthy living that they can carry with them throughout their lives."

The soccer skills and conditioning exercises are the newest addition to **FitwiseTraining.com's** already extensive library of downloadable video clips. The soccer skills are taught and demonstrated by **Marcelo Balboa**, a retired professional soccer player who was inducted into the U.S. Soccer Hall of Fame in 2005 and the USL Soccer Hall of Fame in 2006. The soccer conditioning exercises are taught by personal trainer and club soccer coach, Jenny Jurkowski, who holds a United States Soccer Federation National C Coaching License. **Marcelo Balboa** demonstrates the fitness exercises while Jenny Jurkowski describes the technique.

"The goal when developing these exercises was to provide the building blocks to teach kids how to play soccer using the correct technique," said **Balboa**. "Proper technique is critical to mastering these skills, and sometimes it can be difficult for kids to remember when they are off the soccer field and away from practice. Giving kids the opportunity to watch the clips in real time while they practice at home or with friends goes a long way in reinforcing the skills." Skills covered include passing, driving, heading, juggling, chest trapping, and receiving.

For those children who don't play on a soccer team but are looking to get in shape, the conditioning exercises promote flexibility, agility, and speed. They can be done at home with a soccer ball, light dumbbells or a medicine ball, depending on the child's age and level of strength and fitness.



Since its launch last summer, **FitwiseTraining.com** has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises.

In addition to the soccer skills and conditioning exercises, professional instruction is available for running, strength training, flexibility, Pilates, T'ai Chi, yoga, and ski/snowboard conditioning, with new exercise video clips and programs added frequently. Individual downloads are available starting at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs of 8 to 12 exercises, geared toward the individual's goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program. The Soccer-wise DVD is \$19.99 can be ordered through: www.fitwisetraining.com.

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