



**Premier  
Soccer Academies**

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## **Premier Soccer Academies Announces Training Program To Improve The Overall Athletic Performance**

### **PSA and Rich Zawack Team Up to Offer Sport-Specific Athletic Training Program Beginning January 28th**

Lorain, Ohio – Brad Friedel’s Premier Soccer Academies, the first full-scholarship youth soccer academy in the United States, has contracted with Rich Zawack, President and Founder of the Athletic Development Corporation (ADC), to offer advanced training programs for young serious athletes. This relationship gives PSA students the opportunity to work within one of NE Ohio’s most advanced training programs and improve their overall athletic performance.

Through this partnership Zawack not only works with students already enrolled PSA’s full-scholarship residency program, but also expands PSA’s reach to any athlete, in any sport, who is dedicated to improving his or her own personal performance. Zawack’s programs include sport specific weight lifting, plyometric and high-speed treadmill work using equipment you won’t find in a conventional gym setting. His protocols focus on the use of vibration platforms and high-speed 360-degree treadmills and result in increased strength, power, speed and agility.

“I have had tremendous success using these high-tech protocols and equipment with student-athletes throughout Greater Cleveland,” said Zawack. “I am glad to be a part of what PSA is

doing to improve athleticism in soccer players and to help them take programs to other athletic disciplines. It is my hope that this success will continue with PSA athletes.”

Zawack’s programs have been instrumental in the success of NE Ohio student-athletes such as Aareon Payne, Matt Merletti, Dustin Fox and many others.

Starting on January 28th, PSA and ADC will offer athletes the most versatile and comprehensive program available. The Complete Athletic Training program includes 34 sessions (4 days/week for 8 weeks) and can be customized to each client’s specific athletic endeavors and tailored to be sport and position specific. Other programs soon to be offered in the spring of 2008 include Ultimate Training, Strength/Power Training, Strictly Power Training, Speed and Agility Training, and Training for the Endurance Athlete.

Athletes in the program will have use of PSA’s 5,000 square foot Elite Training Center up to four days per week throughout their membership period, and it is recommended that each athlete dedicate themselves to these specified training days to receive maximum results. The PSA Elite Training Center will offer some of the most innovative and user-friendly equipment available for both warming up and strength training. Two companies, STAR TRAC and Swiss TTP, have each donated top-of-the-line equipment that will allow each athlete to maximize his or her strength training potential.

A limited number of positions are available in the first training session beginning on January 28th. The program is open to both boys and girls ages 14 and older. Athletes can register now by visiting the official PSA website at [www.gopsa.com](http://www.gopsa.com).

## **PSA Adds Swiss TTP As A New Partner To The Team!**

### **New Multi-Purpose Training Devices Now Available In The PSA Elite Training Center That Will Help Improve Overall Fitness, Rehabilitation, Health, And Training**

Featured in the PSA Elite Training Center is the BMR 2000, one of Swiss TTP’s products. The

BMR 2000 expands, contracts and elongates muscles (down to the cellular level) and promotes increased flexibility, activation of blood circulation and strengthening of muscles. The BMR 2000 can also help eliminate or significantly reduce accumulated metabolic byproducts, calcium deposits and impurities in the body.

Using the patent pending defined motion stimulation of 2mm to 4mm amplitude and a frequency range of 4Hz to 35 Hz, the BMR 2000 transmits the stimulation deep into the muscle fibers. At the higher frequencies this stimulation exploits the muscle's natural stretch reflexes to elicit contractions of the fibers. As a result, the muscles are trained to a higher efficiency. At the lower frequencies the motion creates a pumping action to increase blood and lymphatic flow to aid in post training recovery.

Swiss TTP machines take little time to use and the process is straightforward. You simply place the muscle group you want to train on the cylindrical drum and let the machine do the work for you. Three times a week and one to two minutes per muscle group is all the time needed to benefit. It's perfect for a warm up prior to training and again as a tone down afterward. Quick muscle recovery and the reduction (and/or elimination) of the delayed onset of muscle soreness enables users to perform at their best during their next training or workout session.

To learn more about Swiss TTP products please visit [www.swissttp.com](http://www.swissttp.com).

#### About Rich Zawack

A native of Euclid, Ohio, Rich Zawack has served as the President and Founder of ADC for the last 6 years, beginning of course, with the inception of the program. Zawack's training career began long before the doors at ADC opened as he consulted athletes throughout NE Ohio. He has served as a consultant to professional teams and several large local high schools regarding training techniques and training equipment. Zawack holds a CSCS-D (Certified Strength and Conditioning Specialist – Distinguished) from the National Strength and Conditioning Association (NSCA). For more information on training programs developed by Zawack, visit [www.adcsports.com](http://www.adcsports.com).

#### About Premier Soccer Academies

Located in Lorain, Ohio, Brad Friedel's Premier Soccer Academies, a not-for-profit 501(c)(3) organization, is the first residential soccer academy of its kind to offer full year-round

scholarships to athletes in an effort to develop the next generation of professional soccer players. Each year players from across the globe, ages 12-18, will be recruited based on ability and skill level, not the parents' ability to pay.

Additional athletic, academic, and health/nutrition programs along with an assortment of different level coaching clinics, will be offered throughout the year targeting all ages and skill levels. Facilities are state-of-the-art and include three and a half soccer fields, indoor fieldhouse, 5,000-square-foot workout facility, student housing and academic learning center. PSA officially opened August 20, 2007 with the arrival of the first class of residency members. PSA's Official Web site is [www.gopsa.com](http://www.gopsa.com).

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