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GIVING TEEN ATHLETES AN EDGE

CAP Elite founder discusses how to choose the right training program for young athletes

HOUSTON (October 10, 2003) – Junior and high school sports have become just as competitive as college and the pros, sparking a proliferation of specialty sports training centers geared towards 7 – 18 year olds.

In the past, “athletic performance training” was only available at the college and professional level. But now, junior and senior high school athletes are flocking to these types of programs. Instead of spending one period a day in practice, these kids are working three to six hours a day to improve their performance.

“No matter what sport they play, the common refrain from young athletes is that they want to be the best. Are these kids more dedicated than most? Not necessarily. Has organized sports become that competitive? Definitely. Young athletes have figured out that they need to be able to jump higher and run faster to even make the team. If they sit on the bench, they can't catch the eye of recruiters,” explained Eddie Enriquez, president and co-founder of CAP Elite.

The programs run the gamut from teaching sports specific skills to focusing on key areas such as flexibility, stabilization, balance, power, strength, speed and nutrition. Picking the right program is extremely important as injuries will sideline a career long before it has ever begun.

Parents are investing thousands of dollars to help their children become the next rising star, but not all programs deliver results. According to Enriquez parents should determine the following things before signing a contract.

1. True athletic performance training is about more than just weight lifting. Interview the coaching staff to determine their credentials. Do they have a background in sports performance? Have they helped athletes secure scholarships, championships or titles? Ask the company for a list of former athletes with whom you can speak.
2. Make sure the program allows the athlete to slowly progress from their current athletic level to the level which they want to achieve. Training too hard or too quickly can result in serious injuries.
3. Find out whether the company is willing to work with the teen's existing coaching staff to integrate their training regimen into the new program. Trainers at cross-paths will only lead to more stress on the athlete.
4. Make sure that the company's trainers have a motivation style based on positive reinforcement.
5. If there is pressure to sign a long-term contract, walk away. Companies with over-the-top sales tactics are only focused on their bottom line

“Investing in a performance enhancement program is should be an investment in a child's future,” said Enriquez. “As with any investment, there should be a positive return.”

About CAP Elite

CAP Elite is a cutting-edge training company setting new standards by using scientific research and technology to combine traditional strength training philosophies with functional performance techniques. The result is a world-class program with a four-level systematic approach that progresses athletes of any level from a foundation of joint integrity and injury prevention, through explosive strength training, and ultimately fine tuning agility and athletic speed. CAP Elite offers sport performance programs to young athletes (ages 8-18), college athletes, professional athletes and adult recreational athletes. To learn more, call 281-444-0300 or visit their website at www.capelite.com.

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