

An Athlete's Advantage

The Athlete Factory Newsletter
December Edition, 2013

What's Happening this Month...

- 12.13 Friday December 13th 6pm - Performance Testing**
- 12.15 Sunday December 15 12pm- Recovery Session**
- 12.24 Merry Christmas- Athlete Factory CLOSED**
- 12.25 Merry Christmas- Athlete Factory CLOSED**
- 12.26 Boxing Day- Holiday Hours (9am-4pm) Sports Conditioning Sessions will be rescheduled.**
- 12.28 Saturday December 28th 10am - Performance Testing**
- 12.31 New Years Resolutions due - Athlete Factory CLOSED**
- 1.1 Begin acting on New Years Resolutions - Athlete Factory CLOSED**

Insurance Plan Renewal

Just a friendly reminder that most insurance plans renew in January. Be sure to get the most of your coverage for Registered Massage, Athletic Therapy and Chiropractic before year-end!

Not sure if you are covered for Athletic Therapy? Getting coverage is easy:

- 1) The Canadian Athletic Therapy Association has created a formal letter you can give your employer's Human Resources Department and employer's insurance provider
- 2) Go to http://www.athletictherapy.org/en/insurance_billing.aspx and download a copy of both letters
- 3) Get treatment!

Athletic Therapy isn't just for athletes. We're here to help you return to play or for everyday!

H₂OMYGOODNESS!

Athletes, surely you have heard your coaches preach to you the importance of keeping hydrated throughout the day and going into training sessions. Here are some facts for you to think about the next time you tell yourself, "I'm not thirsty, I'll grab something to drink later".

- Your brain is 76% water, your blood that circulates all the nutrients to your tissues is 82% water and your lungs are almost 90% water
- A muscle that is dehydrated by ONLY 3% loses 10% of it's contractile strength and there is a corresponding 8% decrease in speed
- Ideally, you want to drink 3 liters of water a day, and add an EXTRA liter for every hour of exercise you do (that means 2 liters of water at The Athlete Factory if you do a technical session and a group session in one day!)

Congrats to the following athletes for outstanding work in their sport or at the Athlete Factory:

Congratulations to **Kaden Collins** and his Henry Wisewood Warriors Football team who made it to the Provincial Finals. Unfortunately, they lost in the final, 64-11, but they had a fantastic season on the way to the final. Good luck next season!

David Catherwood of Panorama Ski Team has been selected to participate at the U16 Legends Rising Stars Camp at Mt. Norquay.

Coleman Vollrath, goalie for the WHL Victoria Royals is leading the league in Save Percentage and Goals Against Average! Awesome job, Coleman!



Nick Blevins, who is on tour with Team Canada Rugby scored a try in their 52-8 win against Portugal!

Brooklyn Snodgrass, University of Indiana, was recognized as Big Ten Swimmer of the Week,

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”
Henry Stanly Haskins

again after her dominating performance at the SMU Classic, winning the 100 and 200 backstroke events and helping the team win the 4x100 individual medley relay!

Congratulations to **Talia Benson** and her University of Calgary Dinos for placing 2nd (with a pb in one race too) in the University Challenge Cup swim meet at the University of Toronto.

Big congratulations to **Chandler McDowell** for netting himself a golf scholarship to the Heritage Academy in Hilton Head, South Carolina. He will be participating in the golf program at the International Junior Golf Academy from January 3 until the end of May.

Ayush Gupta rocked the Tennis Academy 5.0 Tournament.

Fantastic job to **Myles Hamm** who was named to the Adrenaline High Rollers All Star Lacrosse Team at an invite-only tournament in Costa Mesa, California.

Marc Moreau, who has been rehabilitating a back injury since this summer

battled through and made his high school basketball team. Hard work, dedication and motivation pays off! Great job, Marc, and all coaches that have been working with you in your rehabilitation process!

Mike Liscombe, who plays for the West Coast Starz Lacrosse was selected to the Rocky Mountain Sectional Team and played at the Ultimate Performance Lacrosse Tournament. His team had a perfect record of 6-0 through the two-day tournament!

Great job to **Halle Pratt** and **Kali Wong** who won the City of Calgary Figures competition for synchronized swimming in the 14-15 division and juniors division, respectively.

Good luck **Nick Belvins**, **Gordie McRorie** and **Clay Panga** competing at the International 7s Tournament in Dubai.

Please contact us with your successes so we can feature you in our next newsletter!
info@athletefactory.net

Athlete Testimonial

We love our athletes and our number one goal is to help them achieve *their* goals. Time to let some of them brag!



Name: Riley McCallum

Age: 17

Sport: Basketball

When did you first start playing basketball and what inspired you to get into the sport?

I first started playing basketball when I was 8 years old. The inspiration that sparked my passion for basketball was my Dad.

When did you start training at The Athlete Factory and how has it helped in your sport?

I started training at The Athlete Factory two years ago. It has helped with my core strength, which in turn has helped me reduce my injuries. I have also seen improvement with my speed, quickness and overall strength, which has given me extra motivation to be the best I can be.

What is your top memory?

I have many great memories but once of my best memories was in grade ten playing for my high school team in the Division 2 Calgary City Championship game. Our team did not play well in the first half of the game as we were down by twenty plus points. In the second half we started to narrow down the lead. In the final minutes of the game we had come back and closed the lead to within four points. We continued to fight back to take the lead for the first time in the game where we were up by one point. With less than 20 seconds remaining our team got a defensive rebound and pushed the ball quickly which turned into a fast break opportunity. I received a long cross court pass and was able to score the final 2 points with seconds remaining to give our team the lead by 3 points to win the championship. In the second half we came together as a team and never gave up, we believed in ourselves that we could win and we did it was a great feeling.

What are some recent achievements you've accomplished in your sport?

My most recent achievement was travelling to California this summer with my CYDC Panthers Club team to play in the Pangos Sweet 16 Tournament in Long Beach, California. We played against some of the strongest teams in the state. We played well as a team and were able to make it to the quarterfinals where we lost to Compton Magic Red. Our team then travelled to Las Vegas where we played in back to back tournaments playing against teams from across the United States. Playing basketball against US teams has been a great experience and has helped me become a better all around player.

What are your long-term goals in basketball?

My long-term goal as a student athlete is to continue to work hard and have a successful final year of high school both on and off the court. Then graduate where I would like to combine my education and athletics by attending a post secondary school where I would like to continue to play basketball.