

YOUR COMMUNITY SPORTS CONNECTION

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**Veronica Bosco
soon to be
Walking in
Memphis**

LAUNCH EDITION



"Soccer Fitness Gols"

How to combine your passion for soccer with the right exercise routine

By Richard Bucciarelli



Richard Bucciarelli
At Soccer Fitness, we have had the privilege of working with several elite soccer players including Ontario Provincial and Canadian National team members, MLS youth academy and professionals, and international-based professional players from Europe, South America, and Asia. In addition, we have worked with hundreds of other top players from Canadian and American universities and from "rep" clubs and academies across the Greater Toronto Area. In the process, we have developed proven, science-based fitness programs that combine strength, power, endurance, speed, and flexibility training, covering all key physical abilities required of high level soccer players.

But what if you are not a soccer professional, or even a competitive soccer player? What if you are a regular person, a parent or soccer fan who is passionate about the sport and wants to achieve a personal fitness goal like losing weight or improving muscular strength? What if you are simply looking to regain the level of fitness you had when you were younger, but you are struggling to find the time and motivation to stick with an exercise program? Does this sound familiar?

We would like to introduce you to Soccer Fitness Gols, the first mobile app offering customized fitness programs built on soccer-specific sports science that fit easily into your hectic lifestyle. We believe Soccer Fitness Gols can help you achieve your fitness "gols" because we offer:

- **Soccer-Specific Training:** Our programs are designed to improve the critical

components of soccer fitness, such as strength, power, endurance, speed, and flexibility. We are leveraging over 15 years of experience working with soccer players to ensure our programs not only deliver results, but are also challenging and fun. Training like a soccer player also offers several other distinct physical and physiological advantages. It improves cardiovascular health and can significantly reduce the risk of developing heart disease. Furthermore, because the primary muscles trained are the large leg muscles, there are significant increases in weight loss, fat loss, and in the development of total body muscle mass, that are seen with soccer-specific fitness training.

- **Customized Programs:** Our programs are customized to your level of fitness. When you download a program, the first step is to complete a fitness assessment. We use the basic functionality of your

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smartphone, such as GPS and accelerometer, to run the assessment. Based on your results, we develop a program with specific exercises and targets for the desired numbers of repetitions and time durations of each exercise, just for you. As you progress through the program, you will complete periodic assessments to track your progress. Each time your level of fitness improves, the workouts and the targets get more challenging, so that you are always being pushed to reach your true potential with every workout.

- **Performance Monitoring:** Whenever you complete an assessment, whether at the start, middle, or end of a program, we allow you to compare your results with

your peers according to your age, gender, and level of ability. Over time, you can chart your progress across the various components of fitness, and select programs to target the components you want to improve. Because the assessments are simple, quick and easy to do, and we have included them every two weeks as part of each training program, you will constantly be able to check and monitor your progress and performance, so that you are never confused about where you stand or how you are doing.

- **A Practical Workout Schedule:** All of our programs are made up of two workouts per week, and each workout is designed to take approximately 30 minutes to complete, so that they can easily fit into even the most hectic of schedules. Also, because each workout is only 30 minutes in duration, individuals with a bit more workout time can easily fit in 2 or even 3 different workouts (for example: 30 minutes of endurance, 30 minutes of strength, and finally 30 minutes of flexibility) into the same day. Any combination or frequency of workouts is acceptable in the system, so that everyone from the weekend warrior to the elite athlete can create and customize their own training schedule that fits their lifestyle.

Soccer Fitness Gols will be available for download on Android smartphones through Google Play beginning in June 2014. However, we don't want to wait until June to provide you with information and tools to help you start achieving your fitness "gols". You can join the Soccer Fitness Gols community today at www.soccerfitnessgols.com, and start receiving free information about the latest trends in soccer fitness through our blog and monthly newsletter. If you have any questions, comments, or suggestions for us, please check us out on Facebook (www.facebook.com/soccerfitnessgols) and Twitter (@Soccerfitgols).

We look forward to helping you achieve your "gols"!