

Media Release

Date: Tuesday September 9, 2008

From: Jerry Auger V.P. (rep) Guelph Phoenix



For Immediate Release

The Guelph Phoenix would like to announce the creation of a new basketball program for our rep players – “Phoenix Peak Performance” or “P3”. Basketball is an extremely skill oriented sport and we feel it is critical to provide athletes with consistent advanced training in the skills and fundamentals. By having a highly skilled coach and adding a third practice to the normal (rep) program routine each week we hope to help all of our athletes achieve their goals. This practice will be solely for the purpose of teaching and perfecting the skills and fundamentals.

We are very excited to have secured the services of University of Guelph All Canadian Kyle Julius. Kyle has recently retired from Professional basketball and brings with him a tremendous amount of international experience. His contagious enthusiasm and dedication to the sport of basketball should help lead our players to their own Peak Performance.

Phoenix Peak Performance “P3”

The Guelph Youth Basketball Association “Phoenix” has introduced a new skill development program “P3” that will give athletes of all ages and skill levels within our club, access to high level coaching.

The program has been developed to focus on the core skills and fundamentals that lay the foundation for more advanced play. These skills and fundamentals being:

- Dribbling and Ball handling
- Passing and Receiving
- Shooting and Rebounding
- Attacking and Defending

In addition players will receive instruction on Mental Toughness, Speed & Conditioning and Proper Nutrition. These sessions are developed by the members of our coaches committee and are conducted by coaches that have been hand picked due to their experience and quality.

The criteria used to select P3 coaches is as follows:

- Minimum NCCP Level 2 or equivalent
- Proven ability to conduct specific age and ability level basketball practices under the direction and supervision of the club Program Director
- Proven ability to obtain measurable results in athletes performance of the skills and fundamentals
- Ability to work closely with Guelph Phoenix players and coaches.

Kyle Julius

Ontario High School Champion, Cathedral Gaels

Ontario Provincial Team Member

Furman University, NCAA D1 Southern Conference All Star

University of Guelph 2nd All Time Leading Scorer

QUA All Star

CIS All Canadian National Team Member

European Pro, Italian First Division

We would really appreciate the opportunity to discuss this new program with you in person.

Please contact:

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