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FOR IMMEDIATE RELEASE

MSC Hires State's First Club-dedicated Strength & Conditioning Coach

Wasilla, AK – March 1, 2010 – Again forging ahead in the quest to provide the very best athletic opportunities to Mat-Su Valley soccer players, Matanuska Soccer Club is pleased to announce the addition of Brian McDermott, CSCS, as the club's Director of Strength & Conditioning. McDermott comes to Alaska from St. Louis County, MO, and his hiring represents a first in Alaska premier soccer – a club-dedicated speed, strength and conditioning specialist.

"We're extremely excited to present this opportunity to our players," said MSC President Jaime Chew. "As a club we've worked hard over the past two years to professionalize each facet of our program, from individual technical training to coaches' continuing education, and this is just one more step in that direction. We had to find the right individual to lead such a crucial program, however, and feel we've definitely got that in Coach McDermott. We're fortunate to have him."

McDermott earned national accreditation as a certified strength and conditioning specialist in 2002 through the National Strength and Conditioning Association, one of only four specialists to hold such a certification in the entire state of Alaska. It is the credential of choice among high school, university and professional sports organizations across the country and the only fitness-industry certification with strict eligibility standards. His professional interests include sport-specific strength and conditioning, anaerobic threshold training, metabolic and cardiovascular conditioning, psychological conditioning for competitive toughness, post-orthopedic injury rehabilitation and re-building.

"Strength and conditioning maximizes and protects athletes' health and performance on- and off-the-field," McDermott explained. "Exercise training prepares individuals, both physically and mentally, for the rigors and pressures they'll face during competition. By integrating sports-specific strength and conditioning with technical skills training, these talented young athletes will be given world-class coaching

not unlike elite soccer athletes throughout the world. In addition, the fitness habits these athletes learn in adolescence will pay healthy dividends throughout their lives.”

In his professional career, McDermott has worked with members of the St. Louis Rams, St. Louis Soccer Club (formerly Busch Select Soccer Club) and US Professional Golf Association, as well as youth, high school, collegiate and adult athletes. For Matanuska Soccer Club, he will custom-design, implement and administer a formal soccer-specific strength and conditioning program, including advisory and education for athletes, coaches and parents. Only evidence-based training methodologies will be administered.

“Serious athletes take their training seriously,” McDermott continued. “As most soccer players at this level already know, superior performance is both technique- and conditioning-driven, and a comprehensive training program will help athletes reach their full athletic potential. It’s a privilege to have this opportunity, and will be a joy to work with these fiercely passionate young athletes who desire to invest in their futures through hard work and a dedication to sport. I’m fully committed to work in partnership with MCS coaches; working together to help athletes get the respect and recognition they’ve earned and deserve.”

The new MSC Strength & Conditioning program engineered by Coach McDermott is in its final stages of completion. Screening tests to assess athletes’ physiological conditioning capacities is scheduled to begin this week for some teams.

About Matanuska Soccer Club

The mission of Matanuska Soccer Club, a nonprofit, educational organization located in Wasilla, AK, is to foster the physical, mental and emotional growth of Mat-Su Valley youth through the sport of soccer at all levels of age and competition. The club endeavors to provide a fun, safe and healthy game for all kids, offering development programs for beginning players who are looking to progress into a more competitive environment, as well as programs for our more accomplished athletes, who are seeking the highest level of technical, tactical and physical training. The MSC focus is always on the individual, and it is the club’s intention to always provide the level of training and competition necessary for the individual’s personal growth and enjoyment.

For more information, please visit www.matanuskasoccerclub.org.

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