

December 6, 2007

For more information, please contact Matt Baron at
708-860-1380 or Matt@InsideEdgePR.com.

Pair of Top Area Coaches Launch Power Performance Camps

New program empowers, educates amateur athletes in Oak Park-River Forest area

It's 6:52 p.m. on a recent Tuesday—22 grueling minutes into a one-hour session of Power Performance Camps. Already, John Hayley and four assistants have induced muscle-aching, heart-pounding groans from 45 young athletes.

"I can't wait 'till the workout starts!" Hayley bellows, tongue firmly in cheek.

There is no let-up throughout the remainder of the session as Hayley and his staff relentlessly monitor, mentor, coax, encourage and praise athletes.

Most are in high school, including some top varsity athletes. Others are in middle school and a few are still in grade school. They are working to develop speed, strength, agility and balance to become better at football, basketball, baseball, tennis, volleyball, soccer, and other sports.

Some are silent, almost studious. Others bellow and beat their chests in the brief snatches of time between the roughly 20 fast-paced drills and exercises. The group ranges from a feisty, confident 75-pound boy to a determined mountain of a young man who easily tops 300 pounds.

Amid all their differences, they share this in common: none are quitters, and all hunger for a competitive edge. That's all Hayley and his Power Performance co-founder, Virg Gerin, need.

The unquestioned drill sergeant of the integrative, intensive approach is Hayley, a 29-year-old performance enhancement coach who demonstrates each activity before whistling the youths into action.

708.860.1380

www.OutsideEdgePR.com

1515 N. Harlem Avenue Oak Park, IL 60302

“We have a passion to deliver proper training that helps athletes who really want to improve. Speed, agility, quickness and power can be taught,” said Hayley. “Games can be won or lost before they ever start.”

In the near western suburbs, Power Performance is the only intensive group performance-enhancement training program. It provides a local option for youths who, in their quest to gain a competitive edge, would otherwise be forced to travel upwards of an hour in outlying parts of the region.

In the Oak Park-River Forest area, until now, athletes seeking personalized instruction beyond their schools’ athletic programs have largely turned to one-on-one mentoring. The \$295 camp fee amounts to less than \$20 per session—one-quarter to one-third the professional rate that Hayley and other top coaches charge when giving individualized instruction.

In addition to its high-intensity training, Power Performance also addresses often-overlooked elements such as proper nutrition and injury prevention. The staff centers instruction on relevant movements that occur in a given athlete’s sport.

John Strzelczyk, whose son is a sophomore at Fenwick High School, has quickly become a Power Performance fan.

“It takes extra effort to win, and that’s what John and his team give. They don’t let the kids stop—they get the most out of them in the hour that they have,” said Strzelczyk. “They keep it right on track.”

His son, Bret, plays baseball and football. He is looking to gain speed—and weight. During a previous Power Performance session, a dietitian guided athletes on key nutritional points. For one thing, Strzelczyk learned that he had been incorrectly emphasizing a high-protein diet for his son, at the expense of getting enough carbohydrates into his body.

“I was doing it all wrong—that dietitian really helped him out,” said Strzelczyk. “She straightened me out on that.”

While the format is new, Power Performance is not. For the past two years, Hayley and his staff have operated the pre-season conditioning program for approximately 300 Oak Park youth football players.

At the helm of Power Performance are Gerin and Hayley, a lifelong Oak Park-area resident.

Hayley played baseball at Concordia University Chicago, where he gained a degree in exercise science and later served as the university's head strength and conditioning coach. His work has included an internship in Northwestern University's strength and conditioning department and serving as an exercise physiologist, coordinator and coach of the GO Gottlieb Performance Training program.

Gerin is a graduate of Holy Cross High in River Grove and Northern Illinois University in DeKalb, where he played wide receiver on the football team. In addition to gaining induction to both schools' Athletic Halls of Fame, Gerin for 18 years has been coaching high school football, basketball and baseball in the area.

The first session of the twice-weekly camp, held at the Melrose Park Sports & Fitness Center, 1000 N. 25th Ave., ends on January 10. Power Performance has swiftly developed buzz in the region. An Elmwood Park-based camp is slated for Jan. 7 through Feb. 7 (10 sessions for \$180), and the next Melrose Park-based camp goes from Jan. 22 to May 1 (26 sessions for \$390).

In addition, a camp geared toward baseball players, at Strikes Baseball & Softball Academy in Broadview, began in late November and another will begin in mid-February.

Scott Nelson, owner of Strikes baseball, called Power Performance "the missing link" that will enable players to gain the strength and speed that could mean the difference between playing college baseball, and possibly beyond, versus hanging up the spikes after high school.

"I'm getting unbelievably positive feedback from all these parents," said Nelson. "They know that this is what it takes."

Power Performance is donating a portion of proceeds from each camp to a series of local youth athletic leagues. The first beneficiary was the River Forest Little League.

For more information about Power Performance Camps, contact Virg Gerin at 708-366-9809. Online, visit www.powerperformancecamps.com.