



ASSERT
8 Mount Sylvester Place
Paradise, NL, A1L 3G4
Email: assertyourselfnl@gmail.com
Facebook: ASSERTyourselfnl
Twitter: ASSERT_709

*****FITNESS and PERFORMANCE TESTING*****

Dear Hockey Community,

ASSERT (applied sport science exercise research and testing) is pleased to announce that we will be partnering with the DJHL to offer on- and off-ice fitness and performance testing. The **ASSERT** team is comprised of Exercise Scientists from the School of Human Kinetics and Recreation at Memorial University with over 50 years of combined experience.

Fitness and performance testing plays a vital role in helping teams evaluate and enhance the physical capabilities and skills of their players, thus enabling them to optimize their on-ice performance. Benefits include:

1. **Current fitness levels of players.** By conducting comprehensive tests and analyzing the data, teams can obtain valuable insights into the strength, speed, endurance, agility, and overall conditioning of their athletes. This information serves as a baseline for developing personalized training programs tailored to individual players' needs, ensuring they reach their peak performance potential.
2. **Injury prevention.** Teams can identify any weaknesses or imbalances that may increase the risk of injuries. Strength and conditioning coaches can then design targeted exercises and training routines to address these issues, reducing the likelihood of injuries.
3. **Tracking progress over time.** By conducting regular assessments and comparing results, teams can gauge the effectiveness of their training methods and make data-driven adjustments to optimize player development.
4. **Talent identification and recruitment.** Identifying promising young athletes with exceptional physical attributes based on objective data.

Performance testing for hockey is of paramount importance in today's highly competitive sports landscape. It allows teams to assess player fitness, mitigate injury risks, track progress, and identify talent effectively. **ASSERT** is confident that we can contribute significantly to the success of hockey players and teams in achieving their performance optimization goals.

Yours in hockey,

The ASSERT Team

Kevin Power, PhD
Duane Button, PhD
Greg Pearcey, PhD