Pictured: Boys & Girls Club members develop their sports skills under the guidance of Activ8 Athleticism.

GIVING YOUTH ATHLETES AN EDGE

(Carlsbad, CA – October 21, 2014) Thanks to the generosity of Activ8 Athleticism, young athletes who participate in sports programs through the Boys & Girls Clubs of Carlsbad are being given a first-class athletic development experience.

All of the children who participate in middle school sports as well as the Club’s Pacific Coast Hoops – nearly 400 local kids - are participating in a strength and conditioning program to help improve speed, agility and neuromuscular efficiency.

“Activ8 Athleticism has tailor-made specific training programs for each sport,” says Nigel Cabral, the Club’s Athletic Director. “Thanks to their efforts, our kids are developing coordination, balance, and body awareness, in turn improving their confidence level and long-term enjoyment of the sport, as well as reducing injuries.”

Dr. William Meade, the CEO/Founder of Activ8, is passionate about wanting every child – not just the elite athlete – to participate in sports and feel good about the experience. “Being involved with a sport helps build poise, character, and leadership skills,” he said. “We give kids the tools they need to confidently compete, so they aren’t afraid to join the team. Our mission is very much aligned with the Boys & Girls Clubs of Carlsbad, and we are honored to be able to give back to our community in such a meaningful way.”

Activ8 Athleticism is a Health, Wellness and Performance company with a training facility located on coastal Carlsbad, California. The company is a family-owned business that was co-founded in 2011 by brothers-in-law Dr. William A. Meade Jr. and Anthony Moreno. Since its founding, the company has experienced exponential growth in all of its programs. For more information, call (760) 476-1532, email info@activ8athleticism.com, or visit www.activ8athleticism.com.

The mission of the Boys & Girls Clubs of Carlsbad is to provide activities and experiences that enrich the lives of young people, inspiring and enabling them to reach their full potential.