



News Release

Town of Olds and Olds College host Alberta Sport Development Sessions

27 August 2008, Olds, Alberta – The Town of Olds, in partnership with the Olds College Health & Wellness department, is pleased to host a series of sessions presented by the Alberta Sport Development Centre (ASDC). All sessions will take place in the Lecture Theatre at Duncan Marshall Place, Olds College, at 7.00 pm.

The five sessions, starting September 17, will be presented by Doug Swanson, ASDC Program Coordinator, and will discuss human performance and mental training principles, and the strategies and techniques for improving performance and achieving goals.

Sessions will feature the following topics:

Sept 17 – Champions are Different

Sept 24 – *FIRST* Assessment – Focus, Imagery, Relaxation, Self-Talk

Oct 1 – Getting to *FIRST* – FUN-duh-MENTALS

Oct 8 – The Athlete Performance Cycle – being *FIRST* to get to *FIRST*

Oct 15 – *NOW* – How to stay in the present

Doug Swanson has worked with the ASDC over a number of years as a Human Performance Coach, and provides mental training services to athletes, coaches and sport organizations throughout North America.

Anyone with an interest in mental training to achieve goals – athletic, professional, or otherwise – is welcome to attend any or all of the sessions. Admission is by donation at the door, but pre-registration is required – call Janice Delude at 403.556.6981 or email delude@olds.ca.

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For more information:

Janice Delude, Community Facilitator

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www.olds.ca