



## ROSE BOWL AQUATICS SIGNS WITH AVIDASPORTS

**Harper Woods, MI – October 5, 2011** – Avidasports, LLC announces today that it will install its athletic telemetry system for swimming at the acclaimed Rose Bowl Aquatics Center in Pasadena, California.

Rose Bowl Aquatics Head Coach, Jeff Julian submitted, “I believe Avidasports provides our athletes the opportunity to learn the key fundamentals of swimming smarter and faster. The ability to easily track and collect data on our athletes – and provide instant feedback to our athletes – is a game changer in our sport today.”

Avidasports makes swimmers faster by developing neural reconditioning which increases performance by linking mindset and technique to results. Worn on the swimmer, wireless devices allow swimmers to hear real-time how they are performing each length. Further, the coach can communicate with each swimmer while watching six different performance metrics at one time on a laptop allowing the swimmer and the coach instantaneous feedback at any time during the training session.

With the addition of Rose Bowl Aquatics; Avidasports brings another program that will realize their full potential both in & out of the pool. Avidasports President, Bruce J. Burton shared, “Rose Bowl’s view that hard work and good sportsmanship is essential & in order for great things to happen swimmers follows the philosophy of Avidasports. We look forward to watching them advance as a nationally renowned program.”

Rose Bowl Aquatics, a USA Swimming Gold Medal Program, has built a strong foundation over the past years and is looking forward building off of that strength. The Rose Bowl experience instills positive qualities benefiting athletes far beyond their years on the team.

For more information on Avidasports visit [www.avidasports.com](http://www.avidasports.com). Avidasports media inquiries should be directed to Jennifer Dunn, marketing manager at [jdunn@avidasports.com](mailto:jdunn@avidasports.com) or [313-447-5670](tel:313-447-5670).

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