



Avidasports Congratulates 2012 Olympian Alex Meyer

Harper Woods, MI – August 8, 2011 – Avidasports, LLC is excited to announce that it will work with Alex Meyer, the first United States swimmer to qualify for the 2012 London Olympics, placing fourth in the 10-kilometer open water race at the 2011 FINA Open Water World Championships.

“Alex swam smart, tough and like a champion,” said Harvard coach Tim Murphy, who served as a head open water coach for Team USA at the event. “He has trained very well over the past year to lead up to this, and his success is much deserved. Alex’s next goal is to win a medal in London.”

Coach Murphy uses Avidasports with Meyer and his athletes to help them swim smarter. “I believe this Avidasports has the opportunity to take swimming to a whole new level” added Meyer, “Avidasports arms athletes with real time feedback which helps athletes swim smarter in practice and in competition.”

“Coach Murphy is looking to get the best out of his swimmers and Avidasports is pleased to help with that. The Harvard-Crimson Aquatics partnership offers a wonderful opportunity for Avidasports. This is a program driven by leadership, success, and teamwork,” said Avidasports President, Bruce J. Burton, “We are proud to have our breakthrough technology at Harvard University.”

For more information on Avidasports visit www.avidasports.com. Media inquiries on Avidasports should be directed to Jennifer Dunn at jdunn@avidasports.com or 313-447-5670.

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