



**Media Contact:**

Robert Steele  
Director of Player Development  
Atomix Sports Performance  
(818) 636-5676  
[s@atomixathlete.com](mailto:s@atomixathlete.com)

**ATOMIX & EVOLUTION TRAIN YOUTH BASEBALL ATHLETES IN NIKE'S SPARQ  
*SoCal Coaches to Train Young Athletes in Speed, Power, Agility, Reaction & Quickness***

CALABASAS, Calif. (January XXX, 2008): Atomix Sports ([www.atomixathlete.com](http://www.atomixathlete.com)) and Evolution Athletics ([evolutionathletics.com](http://evolutionathletics.com)) are pleased to announce they are hosting a Nike SPARQ Winter Baseball Training Camp, running eight consecutive Saturdays, from January 12 to March 1, 2008. Rain or shine, training will run from 3 p.m. to 5 p.m. on the baseball field at Old Agoura Park (5301 Chesebro Road, Agoura Hills).

“Many schools lack the resources or knowledge for preparing young athletes for college programs, so SPARQ testing provides the information these athletes need to succeed,” says Robert Steele, director of player development for Atomix. “Open to baseball athletes aged 8 to 18 years, our training camp is an opportunity to showcase and develop the tremendous amount of young talent right here in the San Fernando Valley.”

An acronym for Speed, Power, Agility, Reaction and Quickness, SPARQ testing measures a player’s athletic performance in four tests: the 30-Yard Dash measures speed, specifically how fast a player can get from home to first base at a flat-out run; the 20-Yard Shuttle measures a player’s agility and quickness, how swiftly he or she can change directions between bases during game play; the Vertical Jump measures explosive power, a player’s dynamic speed and reaction time; and the Rotational PowerBall Throw measures core strength and power, giving a quantitative measure of a player’s bat speed and rotational power. Visit [www.sparqtraining.com](http://www.sparqtraining.com) for more information.

“Talent is no longer enough to attract Major League attention,” says Steele. “Scouts are now looking for athletic ability, which SPARQ testing quantifies. Once a player knows his or her SPARQ Rating, he or she knows what areas to target for improvement.”

This year’s camp is a fundraiser for local youth baseball leagues in the Conejo & Simi Valley areas. Atomix and SPARQ will be testing the top high school baseball teams in Ventura County from January 20 through February 20, 2008. Any coaches who are interested in having their teams tested should contact Steele at (818) 636-5676 or [s@atomixathlete.com](mailto:s@atomixathlete.com). For more information, please visit [www.atomixathlete.com](http://www.atomixathlete.com).

**About Atomix Sports Performance**

Atomix Sports Performance offers private athletic coaching and semi-private training in a variety of team and individual sports, taking a holistic approach that focuses on strength, speed, core and flexibility training and sports nutrition. Founded in 2005 by Robert Steele, who has 20 years of training experience, Atomix employs a total of five coaches, including former Stanford University quarterback Chris Berg ([coachchris.tv](http://coachchris.tv)), who joined the Atomix team last year as the recruiting and scholarship advisor. For more information, visit [www.atomixathlete.com](http://www.atomixathlete.com) or call (818) 636-5676.