

**NEWS RELEASE
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New England Revolution Soccer Star, Kevin Alston, To Attend Grand Opening of Athletic Revolution Pembroke, a New Youth Fitness Center

Local Soccer Players, Coaches and Parents Will Learn How to Become Faster While Reducing the Risk of ACL and Knee Injuries

October 12, 2009 - Kevin Alston will make a special guest appearance at the Athletic Revolution Youth Fitness Center during the grand opening of Pembroke's first and only fitness and sports training center dedicated to children and teenagers on October 18th, 2009 1-4 pm.

With more than 3 million youth players in the United States, soccer has become the fastest growing and most participated in sport in the entire country.

While speed and agility have long been considered very important assets on the field, youth soccer players have become increasingly at risk for major injuries, especially ACL tears and other knee related injuries.

It is important for Coaches, Parents and Young Athletes to learn how to get faster while at the same time, reduce the risk of ACL tears and knee injuries.

Dave Gleason, Head Coach at the Pembroke Athletic Revolution Training Center, says that getting faster on the soccer field and reducing the risk of knee-related injuries at the same time is both possible and easy.

"It's important to teach youth soccer players how to accelerate and decelerate properly" says Gleason.

"Soccer is a quick 'start and stop' sport. Players need to learn how to be first to the ball but then also stop and be able to change directions quickly".

"When taught properly, soccer players end up being the quickest athletes on the field - which increases your teams chances of winning - but they also learn how to position the body best in order to keep their knees and ankles safe".

Kevin Alston will attend the demonstration and be available to chat with local Coaches, Parents and Players from 1-4 pm

As a professional soccer player, Alston knows how important speed and agility are to a winning team.

He also knows the importance of staying safe and injury-free.

The Athletic Revolution Training Center is located at 42 Winter Street #9, Pembroke MA 02359. You can reach Head Coach Dave Gleason at 781-312-7808.

This demonstration and Grand Opening is free to all area Coaches, Parents and Athletes.

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Athletic Revolution is the first and only fitness and sport training center dedicated specifically to children and teenagers in the South Shore area. The training system has been created to improve the sport specific ability of young athletes in all sports, including soccer, hockey, football, basketball, baseball and figure skating.

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