



PRESS RELEASE

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LIFE UNIVERSITY TO HOST ITPA WORLD TENNIS FITNESS CONFERENCE JULY 25-26, 2015

Marietta, Georgia, July 2, 2015 – The International Tennis Performance Association’s (ITPA) World Tennis Fitness Conference – Developing the Athlete and the Tennis Player – will be hosted this July 25s 26 by the LIFE Sport Science Institute (LSSI) on the campus of Life University (LIFE) in Marietta, Georgia. Hosted alongside the BB&T Atlanta Open the same weekend, the World Tennis Fitness Conference’s objective is to provide participants the ability to acquire additional techniques to more effectively train, treat and rehab tennis players.

With many of the world’s elite tennis specific experts both speaking and demonstrating their techniques, this conference is a must attend for all tennis enthusiasts, tennis coaches, certified athletic trainers, physical therapists, strength and conditioning coaches, chiropractors and more.

“The World Tennis Fitness Conference is a unique educational event bringing together leading experts in a multi disciplinary manner for two days of tennis specific education,” says Dr. Mark Kovacs, Chair of the World Tennis Fitness Conference. “People are coming from Asia, Europe and the Americas to attend the event and learn from each other about the most effective methods to improve performance and reduce injuries for tennis athletes at all levels of the game.”

Some topics that will be covered at the conference include:

- Injury prevention exercises and progressions for the healthcare provider
- Training tennis athletes vs. training general athleticism
- Q&A sessions with professional tournament physical therapists, athletic trainers, strength coaches and dietitians
- Applied biomechanics of tennis strokes and how strokes and inefficient on-court movements contribute to injury
- Strength and conditioning progressions for on-court performance
- Tennis-specific assessments for the shoulder, hip and core
- Training the pre-pubertal tennis player
- The mental aspects of working with an injured athlete
- Working with tennis players over the age of 50
- Advanced cardio tennis

The conference fee is \$219 for ITPA, PTR, USPTA, FMT, RFET and RPT members and is \$249 for non-members. There is also special pricing for Life University faculty,



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staff and students. For more information on the conference, including registration, agenda and lodging, visit www.itpa-tennis.org/tennisfitconference.html.

About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, masters, and Doctor of Chiropractic degrees, and also has programmatic accreditation through the Council on Chiropractic Education (CCE), the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the Commission on Accreditation of Athletic Training Education (CAATE). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.