



IMG Performance launches Ignite 360 Performance Training

Sports performance training platform developed over thirty years of building champions at the world-renowned IMG Academy

Bradenton, Fla. (November 13, 2012) – IMG Performance, the division of IMG Worldwide that houses the world-renowned sports training institution, IMG Academy, has launched an innovative sports performance training platform called Ignite 360. The platform, derived from the IMG Academy-based training methodology honed from more than three decades of developing elite-level athletes, offers fully customizable training programs and a unique comprehensive system for measuring progression.

“Over the past two years, the greater sports performance training community rigorously tested this training platform, and the resulting support and enthusiasm has been tremendous,” remarked Sam Zussman, Managing Director, IMG Performance. “It’s an exciting step for us to package the performance training our IMG Academy-trained athletes have relied upon for decades, and make it available to performance trainers and athletes of all ages and abilities worldwide.”

Since its introduction into the training community in 2010, the platform (previously known as C360) has gained an impressive following among professional trainers looking to offer their clients – be it youth, adult or professional athletes – a competitive edge. The open-architecture platform empowers certified trainers to properly evaluate and fully-customize training programs to every type and level of athlete. Remarked Brian Griffin, President, Ignite 360 Performance Training and VP, IMG Performance: “The system’s safeguards against injury through proper progressions and the integration of overload variables like balance, movement and strength, have made it a favorite among trainers across the country.”



To pay homage to its roots, the visual identity of Ignite 360 bears resemblance to the visual identities of IMG Academy, its birthplace, as well as the IMG Performance division of IMG Worldwide. The new identity will be phased-in among current C360-certified trainers. IMG Performance will also roll out an extensive grassroots campaign to broaden its reach among the training community and encourage more trainers to become Ignite 360-certified.

IMG Academy trainers utilize this branded training methodology, teaching and driving the continuous innovation and content development of the platform. IMG Performance will roll out digital solutions that will enable athletes to effectively continue their training journey with performance trainer guidance when they are away from IMG Academy, or their respective training home.

Upcoming training events include:

Jan. 12-14	Regional Training Cert. & CEC	Hilton - Irvine, CA
Jan. 26-27	Training Certification	IMG Academy
Feb. 9-10	Training Certification	IMG Academy
Feb. 23-24	Training Certification	IMG Academy
Feb. 25-Mar. 1	Performance Coaching Mentorship	IMG Academy
March 9-10	Training Certification	IMG Academy
March 23-24	Training Certification	IMG Academy



For more events and information about Ignite 360, please visit: ignite360PT.com

About IMG Performance

IMG Performance, a division of IMG Worldwide, houses the world's leading integrated academic and athletic training establishment, IMG Academy, as well as a number of extensions that have grown out of IMG Academy. IMG Performance's primary focus is to continue to develop IMG Academy, as well as offerings such as Athletic & Personal Development Services, Performance Events, Labs & Research Collaboration, and Digital Products & Solutions.

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