

Teaneck High School Selects East Coast/West Coast to Infuse Strength and Speed into the Highwaymen Football Program

Monday January 5, 2009, 1:15 pm EST

Teaneck, NJ--(PRESS RELEASE)—The Teaneck Highwaymen football program has chosen East Coast/West Coast Strength Speed & Conditioning to implement a new strength and speed program for the full year leading into the 2009 season. Under the 2008 new Head Coach - Art Mazzacca, the Highwaymen are employing a west coast style offense in which speed will be the crucial element to building a successful program.

East Coast/West Coast will implement its program by training the coaches and the athletes during the introductory period. ECWC will provide weekly check-ups to ensure the program is being executed effectively. Athlete testing will occur every 8-12 weeks to evaluate the results of each player.

ECWC Head Strength Coach – Cameron Gardner, C.S.C.S. commented, “Coach Mazzacca has a clear vision of what criteria his team needs to apply his offensive and defensive structures and East Coast/West Coast is here to make sure that his players are physically ready to handle those demands.”

Head Football Coach Art Mazzacca was responsible for finding East Coast/West Coast to employ its athletic performance enhancement services to the high school. Coach Mazzacca is the former head coach at Waldwick/Midland Park and Special Teams Coordinator for DePaul.

In addition to the acquisition of Teaneck, East Coast/West Coast is currently in talks with academic powerhouse - Passaic Collegiate. ECWC will head up the athletic training for all of the high school sports teams. The school is well-known for its outstanding girls and boys volleyball teams.

About East Coast/West Coast Strength Speed & Conditioning:

East Coast/West Coast Strength Speed & Conditioning specializes in athletic performance enhancement, providing local athletes with the opportunity to maximize their genetic potential in their respective sports.

Visit the ECWC website at <http://www.eastweststrength.com>.

For more information, contact:

Shaila Arora

Arora PR for East Coast/West Coast

Ph: 310.717.8255

E-mail: Shaila@arorapr.com