

## **SPORT PSYCHOLOGY EXPO DEBUTS IN SALT LAKE CITY**

MADISON, WI—January 21, 2009—The Association for Applied Sport Psychology (AASP), the largest sport and exercise psychology organization in the world, will introduce a new sport psychology program this fall for athletes, parents and coaches – the AASP Expo. The Expo will occur on September 18 and 19 in Salt Lake City in conjunction with the AASP conference, and will showcase the very best practices of sport psychology through workshops, discussion groups and interactive “hands-on” presentations by AASP leaders.

Each year AASP members convene for an annual meeting of educational seminars, networking and more. Over the years the exceptional programming at the conference has prompted AASP leaders to offer instructive opportunities for the public as well.

“Families and educational institutions often encourage participation in youth sports as a means of fostering sound minds and bodies, while nurturing life skills such as teamwork and ‘mental toughness,’” explained Dr. Charlie Brown, chairman of the AASP Expo Steering Committee. “But youth sport also has a dark side where participants may value aggression and ‘winning at all costs’ over sportsmanship, or individual achievement over the good of the team. We seek to enrich the sport experience by teaching mental skills that improve sport performance, and by promoting sportsmanship, ethics, leadership and positive sport parenting.”

“The Expo is a series of workshops, programs and dialogues designed for athletes (professional, collegiate, high school, amateur, etc.), coaches, parents of athletes, athletic directors and community leaders,” added Dr. Brown.

The topics for this first Expo program will be tailored to the needs of the Salt Lake area, as identified through interviews with key advisors and a survey of coaches and athletic directors. A full schedule of seminars, speakers and registration information will be available this spring on [www.SportPsychExpo.com](http://www.SportPsychExpo.com). If you are interested in supporting the Expo as a sponsor or participating as a vendor, information is available on the web site now.

An advisory board from the Salt Lake City area has been instrumental in organizing the first Expo. The Board includes: Dr. Ron Chamberlain, Brigham Young University; Dr. Rich Gordon, Utah State University; Dr. Keith Henschen, University of Utah; Jay Hill, University of Utah Assistant Football Coach; Dr. Melinda Houston, University of Utah; Marc Hunter, Utah High School Athletic Directors Association; Dr. Liz Joy, University of Utah School of Medicine; Dave McCann, U.S. Ski & Snowboard Association Director of Education Services; Dr. Justine Reel, University of Utah; Dr. Massimo Testa, The Orthopedic Specialty Hospital; and Dave Wilkey, Utah High School Activities Association.

### **AASP**

The Association for Applied Sport Psychology (AASP) promotes the ethical practice, science and advocacy of sport and exercise psychology. Founded in 1986, AASP is an international, multidisciplinary, professional organization that offers certification to qualified professionals who practice sport and exercise psychology. With more than 1,200 members in 28 countries, AASP is a worldwide leader, sharing research and resources with the public via its Web site, [www.appliedsportpsych.org](http://www.appliedsportpsych.org).