



CORE Sports Fitness

www.coresportsfitness.com

December Fitness & Health
Newsletter

I hope you are all enjoying the start of our busy holiday month! My name is Jon Finstrom and I want to take this time to introduce myself to you as the new Director and Co-owner of CORE Sports Fitness.

Over the next couple of months we will bring you some exciting changes starting with an online appointment scheduling application, new individual and team packages, programs for youths and adults and many more to come!

To tell you a little about myself, I played 11 years of professional hockey, now skate with the Red Wings Alumni team playing charity games. I have over 20 years of camp, coaching and business experience. I have 3 children, a beautiful wife and live in the area.

December is a great month to set new fitness and training goals, get jump started on your New Years Resolution or use some of your time off to do some personal training with us at CORE. Stop in and see us any time. Our new hours and details outlining our programs, including our pricing model are all laid out on our website.

If you have any questions, comments or concerns, feel free to call me at any time or even better, stop in to CORE to meet me in person!

Happy Holidays,



Jon Finstrom

Director & Co-Owner
CORE Sports Fitness
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CORE Holiday Hockey Camp

Power Skating Techniques ♦ Puck handling ♦ Passing ♦ Shooting

\$150 for 2 days & 3.5 hours
of training daily

December 29th & 30th

9:00 - 1:30 p.m.

Register & Additional information

www.coresportsfitness.com

Why train with CORE ?

Using our unique 3 step program, CORE will **Assess** your current skill level as well as target your form and technique to determine what needs to be adjusted.

We will help **Perfect** your form and technique in order to maximize performance and minimize wear. Even techniques that come "naturally" to an athlete at times need to be modified in order for an athlete to perform at his or her optimal level.

CORE will help you **Strengthen** your technique as well as your core. With the strengthening, you will be able to achieve your goals as well as drastically improve your overall performance.

With the Blade Skating Treadmill we will break down your skating stride and make sure you have:

- Full extension with the hip, knee and ankle
- Full Recovery
- Correct posture and hand movement
- Middle edge balance and stride frequency.

By perfecting technique, improving endurance and strengthening your core, we will help you reach the next level. We will customize a program for YOU!

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Hydration for cold temperature Sports

If you are a winter athlete or a hockey player, you want to pay careful attention to your sports diet. Otherwise, lack of food and fluids can take the fun out of your cold weather activities. These tips can help you carefully and wisely fuel your body for your cold weather workouts or competition.

Winter Hydration Tips

A study comparing the hydration status of athletes who skied or played football or soccer, reported the skiers had the highest rate of chronic dehydration.

Cold blunts the thirst mechanism; you'll feel less thirsty despite significant sweat loss and may not "think to drink."

⇒ Winter athletes need to **consume fluids** to replace the water vapor that gets exhaled via breathing. When you breathe in cold dry air, your body warms and humidifies that air. As you exhale, you lose significant amounts of water. You can see this vapor ("steam") when you breathe.

Don't drink icy water - Cold water can cool you off and give you the chills. The better bet is having an insulated water bottle or a bottle filled with a hot sports drink, then covered with a wool sock to help retain the heat.

Dress in layers so you sweat less. Sweaty clothing drains body heat. As the weather becomes "tropical" inside your exercise outfit, make the effort to strip down. You'll stay drier and warmer. Simply taking off a hat is cooling—30 to 40 percent of body heat is lost through the head.

⇒ Don't skimp on fluids because you have to undo your layers of gear or clothes

Sports Injuries don't have to take you out of a game!

Our first reaction is to take our athletes to the family doctor, however a better decision may be to see a doctor familiar with the **Sport AND your Injury!**



Dr. Jeff S. Pierce and the staff at **Michigan Sports & Spine Center** see athletes at a Professional, travel, high school and recreational level and you should see him too.

Call today 248.608.9000!

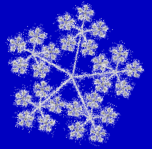


CORE trains athletes of all ages, sports, genders and skill levels. Programs for Hockey, Basketball, Volleyball, Lacrosse and more; all created for your needs....no pre-determined guide!

What's Happening in CORE...

NEW Online Scheduling!!! Soon you can schedule your sessions from the comfort of your home or from your phone.

- Schedule any time day or night
- Cancel online should the need arise
- Pay ONLINE
- Email Confirmations & Reminders sent



....schedule your session as easy as that!

A REGISTRATION link will be found on the [CORE website](#) and additional details on [Facebook](#) week of 12/12/11.

CORE "Athlete of the Month"



Congratulations **Geraldo Diez** for being named CORE Sports Fitness **Athlete of the Month.**

Please take the time to learn more about Geraldo our other honored athletes on the [CORE website](#) and [Facebook page!](#)

CORE "Team of the Week"

1998
Summit Plastics



To receive this newsletter directly, provide us with your email or complete the form on our [website](#) and the next newsletter will come straight to your Inbox!