

CANADIAN SPORT INSTITUTE ONTARIO WELCOMES A NEW LEAD, STRENGTH AND CONDITIONING AND EXECUTIVE ASSISTANT



POWERING PODIUM PERFORMANCES
INSPIRER L'EXCELLENCE

TORONTO (December 19, 2014) - Canadian Sport Institute Ontario (CSIO) is pleased to welcome Sheldon Persad as the new Lead, Strength and Conditioning, and Diane Pinchak as the new Executive Assistant.

In his role, Sheldon will be responsible for leading the overall strategy, operation and technical elements for the strength & conditioning team within the Performance Services department of CSIO. He will play a leading role in the development of world-class strength & conditioning services at CSIO in its new home at the Toronto Pan Am Sports Centre and in its new satellite location at the Milton Velodrome. CSIO's facility space within the Toronto Pan Am Sports Centre includes a 5,000 sq. ft. state-of-the-art Strength and Conditioning Area, complete with a 3 lane - 35m track with 4 force plates embedded in the track and a fully integrated biomechanics suite for motion capture and video analysis.

As the Executive Assistant, Diane will provide administrative support to the CEO and Director, Business Operations and Planning to ensure effective and efficient operation of the organization. As well, Diane will assist in managing CSIO's human resource functions and she will oversee the reception staff.

"We are very excited to have Sheldon and Diane join our staff at CSIO," said Debbie Low, CSIO's Chief Executive Officer. "Sheldon and Diane both bring years of experience and expertise in their respective fields. Sheldon has already been a driving force in setting up and organizing our Strength and Conditioning space the past few months, and we are happy to officially welcome him to the CSIO team. Likewise, Diane's background in human resources and in the non-profit and public sector will prove to be a great fit here at CSIO."

BIOGRAPHIES:

Sheldon Persad, MSc, CSCS, SWCc Lead, Strength & Conditioning

Sheldon has been coaching for 29 years and serving as a corporate wellness consultant for 25 years. His initial involvement with CSIO began over 14 years ago when it was known as the National Sports Centre, which became Canadian Sport Centre, and later Canadian Sport Institute. He is a certified coach, certified strength and conditioning specialist, certified personal trainer and certified Stress and Wellness Consultant. His graduate research focused on the physiological and psychological effects of overtraining and detraining in athletes. Not only has Sheldon coached thousands of people (from weekend warriors to Olympians) in several sports, he has also helped with the management, staffing, and programming at several training facilities including athlete conditioning centres and fortune 500 company facilities.

Sheldon is also an author, former radio and TV show segment host, and an award winning conference presenter. As an educator Sheldon previously taught within the former NCCP Level 4/5 Program. Furthermore, he has developed courses for coaches at local colleges, and co-founded an organization in Canada that educates and certifies trainers.

Sheldon can be reached via email at spersad@csiontario.ca

Diane Pinchak Executive Assistant

Diane comes to CSIO with over 20+ years working in the provincial government and not-for-profit sectors. She is a Certified Human Resource Professional and also a Certified Personal Trainer. Combined with her love of sports, Diane is excited to be part of such a great team and thrilled to be at CSIO!

Diane can be reached via email at dpinchak@csiontario.ca

About Canadian Sport Institute Ontario

Located at the new Toronto Pan Am Sports Centre, the largest legacy facility of the Toronto 2015 Pan/Parapan American Games, Canadian Sport Institute Ontario (CSIO) is committed to the pursuit of excellence by providing world-class programs, services, and leadership to high performance athletes and coaches to enhance their ability to achieve international podium performances. CSIO offers athletes a range of sport science and sport medicine services including nutrition, physiology, biomechanics, strength & conditioning, mental performance and sport therapy; as well as life services and assistance with transitioning in to and out of sport. CSIO also delivers programming and services to National and Provincial Sport Organizations and coaches to work towards building a stronger sport system in Ontario.

As a key partner in the sport systems of both Ontario and Canada, CSIO services approximately 700 high performance athletes and 250 coaches and is part of a larger network of 4 institutes and 3 multi-sport centres across the country. CSIO is supported by the Ministry of Tourism, Culture and Sport, Sport Canada, Own the Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee, and the Coaching Association of Canada, along with the National and Provincial Sport Organizations within the sector.

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