

## Athletes Edge brings PRO MIRROR the latest in Digital Video Analysis Technology to its programs!

We have made an investment in the most state of the art digital video analysis technology available. Pro Mirror ([www.promirror.com](http://www.promirror.com)) allows our trainers to use video interactively during training sessions to break down and analyze bio-mechanical inefficiencies and convey them real time to the athlete. We are firm believers in Visual Learning and have been using mirrors with our Acceleration and Hockey Treadmills for years. This tool will prove invaluable to our athletes as they can now track and see their progress over time. We are using the PRO MIRROR to analyze running and skating mechanics as well as in our Baseball Academy for hitting and pitching. Our Coaches love it and you will too!

## Athletes Edge partners with Keep It Fun!

We are excited to tell you about our new alliance with **Keep It Fun**, a company that offers great products and an important message. Today we are able to offer you two immediate benefits we outline below.

First, we partnered with Keep It Fun because we believe their message is powerful for players of every age & skill level as well as their coaches & parents. Quite simply, Keep It Fun celebrates that we get involved in youth sports to have FUN! Whether playing, coaching or spectating, these can be some of the best times of our lives. But sometimes we lose sight of this, get caught up in the moment, then do or say things we later regret. Today via their FUN and innovative T's/Caps, and soon via a wide variety of web-based tools and attractions, Keep It Fun hopes to help us keep things in perspective.

Keep It Fun is already making positive waves- check out what the Versus commentators had to say last week while the Caps and Lightning played in the background: [Keep It Fun on Versus](#)



Here's what our partnership means to you right now:

1) **Immediate Discounts:** Athletes Edge is pleased to be able to offer our members & their friends 25%-off all online purchases- just in time for Holiday gift giving. Here's How: Go to [www.keepitfun.net](http://www.keepitfun.net), shop away and just enter **coupon code: AE** at checkout and you'll receive 25% off. And orders over \$75 ship free! Just get your orders in before the coupon expires on 12/15! And feel free to forward this email to anyone you think would be interested in this special offer.

2) **eFundraising:** Those of you associated with youth hockey clubs/associations can take advantage of Keep It Fun's eFundraising program where your club members and their friends enjoy 25% off their purchases on KeepItFun.net. Better yet, your organization can help to evangelize this important ideal while also earning 15% on every sale. And all of this for the time it takes to send an email to your members. Click [here](#) to learn more.