



Life of An Athlete For Coaches

October 13, 2009

Albuquerque Marriott Pyramid Hotel

5151 San Francisco Road NE

Albuquerque, NM 87109

505.821.3333



The New Mexico Activities Association will host two Life of An Athlete training seminars for coaches on October 13, 2009 at the Albuquerque Marriott Pyramid Hotel. This program is focused upon the negative effects alcohol consumption has on an athlete's life and their athletic performance.

John Underwood of the American Athletic Institute will conduct the **FREE** two-hour training seminar on October 13, 2009 for coaches.

The American Athletic Institute is a sport-consulting firm whose primary focus is the education of athletes regarding the dangers of drugs and alcohol. Their presenters are substance abuse professionals who were also once professional and world-class athletes. It is this combination of experience coupled with their own scientific research that makes them unique in the prevention/education field and the world of sport.

This Fall, with the assistance and support of the New Mexico Department of Transportation, the New Mexico Activities Association has implemented "Life of An Athlete" an alcohol education program to combat underage drinking amongst students in New Mexico.

Training Seminars:

October 13 (Check the time you wish to attend)

1:00-3:00 PM (ABQ. Marriott Pyramid Hotel)

5:00-7:00 PM (ABQ. Marriott Pyramid Hotel)

NAME: _____

SCHOOL: _____

E-Mail: _____

SPORT(S): _____

Did you know?

Underage drinking costs the citizens of New Mexico \$243 million a year; these costs include medical care and work loss, but not pain and suffering associated with the multiple problems resulting from the use of alcohol by youth.

Drinking to intoxication can negate as much as fourteen days of training effect.

Average age of 1st drink in New Mexico is 12 years old.

Training hormones are diminished for up to 96 hours following alcohol consumption (4 days).

Young people who begin drinking before age 15 are five times as likely to develop alcohol dependence and over twice as likely to become abusers of alcohol as those who begin drinking at age 21.

Excessive alcohol consumption contributes to more than 4,600 deaths among underage youth in the United States each year.

60% of 15-16 year olds report drinking.

Questions:

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