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## **The Professionals' Gym of the Future is Now Open to All Athletes in Atlanta**

**(Atlanta, GA) September 6, 2013 – Atlanta's Best-in-Class Partners in Sports Medicine have joined forces with Fusionetics to create FusionATL, the first U.S. Fitness and Training Center singularly focused on sports performance and sports injury prevention for athletes at all levels and ages.**

For years, advanced technology and training facilities have been open largely to elite Professional and College Athletes. In 2011, Fusionetics, the leading provider of sports performance optimization testing and analysis technology, began working with Atlanta's sports medicine community to develop plans for a facility that would give any athlete access to a 360 degree advanced technology evaluation, treatment avenues for issues and fitness equipment/personal coaching to reach optimal performance while minimizing the potential for injuries.

The Terminus Building, at 3280 Peachtree Road, Suite 160 in Buckhead, was chosen for the facility, and Peachtree Orthopaedic Clinic signed on as a partner and Sports Medicine provider. The end result is a facility that uses state-of-the-art technology to test and analyze any athlete, give that athlete a path to performance optimization and injury prevention, and provide the best-in-class medical support to assist in injury repair and recovery.

"The ability to offer any athlete a 360 degree view and treatment or optimization path has not been created in the U.S. before FusionATL," said Todd Townes, Athletic Director and Co-Founder of FusionATL. "We chose Atlanta for this flagship facility because Atlanta's amateur and student athlete population is very large, and our best-in-class partners here were excitedly receptive to this new idea."

This “gym of the future” opened on July 1<sup>st</sup>, and has already garnered the attention of Atlanta’s professional and amateur athletic community alike.

ESPN Analyst, Jon Barry, is a current member of the facility along with his sons. "As a former NBA player and active athlete, as well as a father of two successful young boys, I find FusionATL to be the perfect environment for each of us to improve athletic performance and decrease the risk of injury. The expert staff directed by the powerful Fusionetics system makes this a one-of-a-kind offering unlike anything I've seen. I trust my budding stars with this team and look forward to years of injury free success for me and my boys,” said Barry.

Townes has been personally visiting many of the Metro Area’s top high schools to talk to coaches and parents. “The response has been overwhelming,” he said. “Of course, sports performance optimization is important to the athlete and the team, but everyone, parents, coaches and students want to do whatever they can to reduce the potential for injury. Our Fusionetics system shows them their weak and strong points, and our facility, physical therapists and trainers show them how to adjust to strengthen or protect those weak points, and take their strong points to a whole new level.” Townes says that he is surrounded by parents at every meeting who want to sign their student athlete up for the “gym of the future.”

FusionATL will be hosting a series of open houses at the “gym of the future” starting with a VIP Invitation Only event on September 17<sup>th</sup> that will feature the voice of the Atlanta Falcons, Wes Durham, Pro Golfer, Matt Kuchar, and other FusionATL Athletes.

Townes sums up the purpose of FusionATL by saying, “Our mission is simple, we believe that everyone is an athlete, and we want to help athletes from 8 to 88 move better so they can feel better, function better, perform better and live better.”

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### **About FusionATL**

FusionATL is a new company focused on human performance optimization supported by best in class partnerships and rooted in 20 years of scientific research. This “gym of the future” will be home to athletes from 8-88, bringing the technology and training of the professionals to the student athlete, the corporate athlete and the weekend warrior. Our Athlete centric model is powered by Fusionetics, a revolutionary human performance system designed to reduce injury, enhance recovery and optimize performance. Our best in class partners include Peachtree Orthopaedics, Fusionetics and Golf Performance Partners. For more information, visit [\*\*www.fusionatlanta.com\*\*](http://www.fusionatlanta.com).

### **About Fusionetics**

Fusionetics delivers outcome-focused analytics and personalized application solutions supported by evidence-based systems and enabled through technology for a standardized approach to injury prevention, performance and recovery in every body. Through the leadership of Dr. Micheal A. Clark, scientists, sports medicine professionals, coaches, athletes and business leaders have come together to help people improve their performance. Fusionetics is the compilation of over a decade of research, field testing and the relentless pursuit to perfect human movement. The results speak for themselves with over a 40% reduction in injuries in professional sports when this system was implemented. That meant more playing time, less pain and improved performance. Fusionetics is the future of sports science. For more information, visit [\*\*www.fusionetics.com\*\*](http://www.fusionetics.com).

### **About Peachtree Orthopaedic Clinic (POC)**

Founded in 1953, Peachtree Orthopaedic Clinic (POC) is celebrating 60 years of serving the orthopaedic needs of the Atlanta community. The practice includes 29 board-certified physicians with a wide range of subspecialty interests, and over 200 employees. POC offers eight convenient locations throughout Atlanta, as well as three physical rehabilitation locations, two state-of-the-art surgical centers and an MRI facility. As national leaders in the practice of sports medicine, POC physicians serve as team orthopaedists for the US Ski Team, Atlanta Braves, Atlanta Hawks, Georgia State University, the Gwinnett Braves and a variety of local high schools including Westminster, Lovett, Marist, Holy Innocents, Chamblee, Walton and North Atlanta High School. They also serve as advisors to the Atlanta Ballet. The Peachtree Orthopaedic Clinic Foundation, the philanthropic entity for private fundraising initiatives, supports the clinic’s long-standing humanitarian efforts in Haiti — since 1957, POC physicians have donated time and supplies providing orthopaedic care to thousands of impoverished Haitians. The Georgia Shoulder and Elbow Foundation was formed in 2010 provide a forum for orthopaedic surgeons to discuss ideas and present scientific material related to the treatment of patients with shoulder and elbow disorders. For more information, visit [\*\*www.pocatlanta.com\*\*](http://www.pocatlanta.com).