

Built For Speed

World-Class Sprinters Inspire Regional Youths



Conventional thinking often goes that speed cannot be taught. In two recent two-day sessions at Deep Run High School, instructors Ed Lovelace and Kevin Young certainly disproved that notion. The two world-class sprinters brought their PHEWsioneering company's concepts to Richmond and partnered with Adrenaline Sports USA, the brainchild of Paul Caminiti, to instruct local kids on improving their athletic speed.

"PHEWsioneering is geared towards fusing speed with any sport, and life," Lovelace says. "We use heavy science, physics, and physiology to improve athletes' running styles and overall speed." Lovelace and Young began by "breaking the children down" on the first day to negate their bad running habits and followed up on day two by demonstrating the nuances of proper running to the youngsters. Lovelace and Young employed their six-step system which is geared towards handling a large volume of kids.

The results were impressive: the athletes (ages 12 and up), who participated in several sports including soccer, baseball, and softball, were able to knock seconds off their prior sprinting times by applying the concepts they'd learned over the course of the two days. The methods used by PHEWsioneering and Adrenaline Sports USA included personalizing the tutelage with the kids, even giving them nicknames and encouraging them to open up in a social atmosphere amidst their exercise routines. "We can tell that the methods are working when the kids start to interact with each other and enjoy themselves," Lovelace says. "It's then that we can tell we're beginning to reach them."

Caminiti noted that the two-day event was treated as if it were a school environment. "We use the time as if it were a path to graduation," he says. "We teach them to walk before running, and at the end of the two days when they see tangible results, it's like they've just graduated."

PHEWsioneering, headquartered in New York, hopes to educate youngsters nationwide in seminars such as these. "This was our first trip to the Richmond area, and we're glad to fall into a gap here where there's nothing quite like what we do going on," Lovelace said. "We're looking forward to being successful here and making a name for ourselves in this region." **SBQ**

Young is the current world record holder in the 400 meter hurdles and Olympic Gold medalist from the 1992 Barcelona Olympic Games.