



OFF-SEASON 2022

Helping Athletes Achieve Greatness

PACKAGE OUTLINE

Pure Strength, 2022



Who Is Pure Strength Academy

Our Commitment To You

Serious About Your Results

Development Services

Strength & Conditioning

Speed Development

Technical Skills & Skating

Nutrition Programming & Mentorship

Chiropractic, Therapy & Massage

Post-Exercise Shake & Meal Service

Mobility & Movement

Hockey IQ & Analysis

Facility Details

Program Details

Training Packages & Pricing

Meet The Team

Contact Information



Who Is Pure Strength?

Pure Strength is a community of coaches, health professionals and athletes in the pursuit of bettering ourselves and our peers through knowledge, strength and hard work.

Our culture emphasizes respect, discipline and instills confidence and the belief that we are capable of achieving anything in life, when we put our minds to it. The concept of a Pure Strength Athlete is an individual of strong character committed to achieve and perform as an athlete, academically, and a respected contributor and individual within their community to the highest standards of their potential.



Our Commitment To You

Pure Strength Academy is committed to providing an atmosphere and program that helps each athlete harness their full potential and prepare them for success in the arena, on the field, in the classroom and throughout life endeavors. You can expect a program that offers exceptional service and our team's undivided attention to your development. We take our responsibility to you very seriously and are not in the business of wasting time and money.



Paul Ludwinski

Kingston Frontenacs, OHL

"Pure Strength Academy is professional. I have only been with Josh for a year, but noticed my development skyrocket the first summer spent with him. I got stronger, quicker, more mobile, more explosive and faster with him. These elements are what gave me an edge in the OHL and helped me take my game to new heights.

Not only was the summer hard work, but I had fun too with a great group of guys. Josh will push you to be the best player and person you can be everyday. I can't wait to spend more years training with him and his program."



Serious About Your Results

The Pure Strength System is backed by research and practical application producing exceptional results for athletes in various sports. We have been in business for over 10 years and have helped over 1000 athletes in their journey of excellence. Every person has come with their own list of strengths and limitations and has helped our team gain tremendous knowledge and growth through these experiences. The data we have collected has allowed us to refine our system and enhance the athletes experience and results each year. Currently, we have several professional, collegiate and minor/junior athletes who trust us with their development.



Tnias Mathurin

North Bay Battalion, OHL

"Pure Strength Academy has been game changing for me. They designed a program that helped me improve my overall athletic ability and educated me on lifestyle habits to increase my performance.

My biggest takeaway is how crucial nutrition, sleep and work ethic are if you expect to make it to the next level. These are tips I have brought into my season and I believe they have helped me stay consistent, keep routines and work my hardest."



Luke Moncada

Vienna Capitals, ICEHL

"The first year training with Pure Strength I really noticed a difference in my speed, strength and confidence heading into the season. Each year since, I improve my performance significantly and have full trust in the Pure Strength Team to help me get ready for the season. I am really thankful for everything they have done for me."

The background image shows a hockey training session. A coach in a black long-sleeved shirt and cap is talking to two young players. One player is wearing a black t-shirt and a blue CCM cap, while the other is wearing a grey t-shirt. They are in a gym with a white brick wall. In the foreground, the back of a player's head is visible, wearing a black jersey with 'VITALE' on it. To the left, there are black equipment bags with 'X★M XTREME MONKEY' logos.

Pure Strength Development Services

The Pure Strength System recognizes that no two players are the same. Over the last decade involved in elite player development, we know that at higher levels of hockey, different players will need work and focus on different specific aspects of the game. Therefore, we can offer a specialized program to each individual player. Our core areas of focus in developing performance are Strength and Conditioning, Speed Development, Technical skills and Skating, Nutrition, Rest/Recovery and Hockey IQ.



Strength & Conditioning

- Based on the metabolic demands of hockey
- Assessment/athletic testing prioritizes exercise selection based on individual needs
- Injuries, training experience, lifestyle, fitness level and timeline factor into individual exercise selection
- Exercise selection, volume & intensity based on progress, weekly schedule, etc.
- Significantly increase strength, power, speed, conditioning and movement.
- Each session is lead by professional coaches, paying close attention to technique and every parameter of athletes program
- Each player will gain access to Pure Strength Mobile App, where they can view schedule, track workouts, personal bests and more.



Landon Cato

Niagara Ice Dogs, OHL

"This program has taught me a lot about myself and has helped me grow tremendously from when I started. The summer going into my first OHL season was such a big time for me and I was going into a situation where I had to be at peak performance and I feel like I could not have been more prepared. The training, nutrition, speed, on-ice skills and everything else is really top notch.

Pure Strength athletes train the hardest. There is no one out there that does it like us, we give our training everything we got and the energy and atmosphere is on a whole other level. We all go through pressure during the season so its really cool to come to a place where you can improve your craft everyday with people you enjoy being around.

Pure strength has everything you need to get to the top of your game and I really recommend this program."

Speed Development

As the game gets faster each year, we know how important it is to increase speed as much as possible in the off-season. We prioritize weekly training sessions with former Olympian and Track Coach, Tony Sharpe, as he takes them through sprint sessions, teaching each athlete how to move more efficiently and be more explosive. Tony has coached some of the top sprinters in the world, including Andre De Grasse. Sprinting is one of the best ways to build resiliency and maximize fast twitch muscle fiber, which has maximum transfer to on ice performance. It is not uncommon for "track days" to get ultra competitive as the athletes race each other and the clock.





Technical Skills & Skating

Our team of Elite Coaches focus on individual qualities that make an elite player such as technical skating, positional skill, puck control, IQ and awareness. Each Coach brings a wealth of knowledge to the program and have contributed to the success of several hockey players from the NHL to the amateur levels, including Ryan O'Reilly, Alex Pietrangelo, Jeff Skinner, Tory Krug, Tyler Toffoli, John Carlson, Sam Bennett, Ryan Lomberg, Ryan McLeod, Barklay Goodrow and many more. Developing elite skating and skills mechanics has always been a core element for us as we remain ahead of the curve in developing highly skilled and highly intelligent players.



Ryan O'Reilly

St. Louis Blues, NHL

"I have been fortunate to have Tate as a key component to my skill development through my hockey career. He understands how to break down the game and develop skills that have helped me be successful in many situations on the ice."



Nutrition Programming & Mentorship

Nutrition is vital to muscle growth and maintenance, energy and recovery. Our sports nutritionist designs personalized recommendations for each athlete that meets the requirements of their body. We educate athletes and parents on food selection and preparation, lifestyle habits and how to listen to their body. Our 4-Stage System ensures that athletes understand and implement requirements of each stage before graduating to the next. Athletes check-in weekly and log their food intake through our training app.



Elijah Gonsalvez

RIT Tigers, NCAA Div 1

"Something that I have always loved about working with Pure Strength is that they will always find ways to be inclusive with everyone in the program regardless of gender and age.

When I was younger this gave me an opportunity to observe and learn from athletes who were older than me and played at levels that I eventually wanted to be at. Fast forward to today and I am now one of those athletes and I am able to be a leader within the program, which is truly an honor because I always reflect on how I was influenced by the athletes that came before me.

This creates a family like atmosphere at the gym and it is something we all love about coming to the gym every day. The culture at PSA is amazing. Every time I step in the gym it feels like home. Pure Strength has continuously helped me make the most of my off-season and prepares me to be the best I can be."



Chiropractic, Therapy & Massage

Recovery is one of the most underrated and most important components of development. We encourage our athletes to be proactive with treatments to enhance their recovery throughout a rigorous training regiment. Our Director of Sports Therapy, Dr. Vasko Grujovski is an accomplished Chiropractor and Co-Founder of The Centre For Physical Therapy in Ajax, ON. Vasko's experience involves treating professional and amateur athletes in the NHL, AHL, OHL, NFL and CFL. Vasko and his team are ready to provide each athlete exceptional service and enhance their readiness, performance and recovery.



Post-Exercise Shake & Meal Service

Every training session is followed up with a high grade protein shake to promote recovery and physiological adaptations. We also provide an option for nutritious pre-cooked meals by our reputable meal service to help our athletes stay on track with daily goals. Our weekly menu gives individuals a wide variety of delicious meals to choose from starting at \$11.00 per meal.



Mobility & Movement

We focus on teaching you strategies that will enhance your preparedness, performance and recovery pre/post activity. We want our athletes to understand the importance of such strategies and proactively take care of their bodies and minds. To reinforce this process we incorporate weekly Joga Sessions. Joga is a an athletic based style of yoga used by top professional sports teams and players.



Hockey IQ & Analysis

Time and space, ice awareness and high-level hockey IQ are key essentials to elite player development and success. Game study and analysis allows players to break down options and decisions they will have to make at game speed. Our focus is the importance of puck placement, tracking pucks, puck protection, give and receive options, understanding seams and lanes, and assessing high low percentage situations with and without the puck. Once a player has this foundational understanding of the game, the players creative nature is then encouraged in playmaking and execution. TP1's primary goal is to develop complete hockey players that can be trusted and effective in any situation of the game".



Ty Petrou

Flint Firebirds, OHL

"Pure Strength Academy has helped me develop as a player both on and off the ice. Going into my first OHL training camp I felt ready and confident to battle against anyone thanks to the work I put in."

The people at Pure Strength are second to none and push you to new limits, even when you think you don't have anything more to give. Josh is more than just our coach, he is someone you can trust and is always there when you need someone to talk to or for advice."

FACILITY DETAILS



Pure Strength has been in business for over a decade and has built a strong reputation throughout Durham and the GTA in regards to sports performance. The Pure Strength Facility, is located at 282 Monarch Avenue, Unit 26, Ajax, ON. It includes a 3,500sqft gym, 5,000sqft turf area, training rink, synthetic shooting pad, athletes lounge and more. The gym is equipped with four full commercial racks, two full sets of dumbbells up to 120lbs, barbells, plyo boxes, TRXs, resistance bands, assault bikes and everything a player could ever need to get better.

Facilities



3,500 SQFT GYM



Pure Strength Academy 2022



Arena



4,500 SQFT Turf



Synthetic Shooting Range



Chavonne Truter

University Of New Hampshire

"Pure Strength Academy has played a key role in helping me develop as an athlete and play at the collegiate level. Josh immediately identified what I needed to work on and especially helped me get stronger and faster. The work I have done with Josh and the other coaches at Pure Strength has made a big difference to my game."

PROGRAM DETAILS

DURATION

The off-season is a 12-16 week period, typically Mid-May to Mid/End-August. Tournaments, Showcases, Try-Outs & Camp Report Dates are all factored into consideration when designing each athletes program.

TRAINING SCHEDULE

After the initial assessment process, each athlete is issued a monthly training calendar specifying their session times, details and locations. Each training session typically lasts 60-90 minutes in duration.

TRAINING LOCATIONS

Gym: Pure Strength Academy, #26 - 282 Monarch Ave, Ajax, ON

Ice Rink: Ajax Community Centre, 75 Centennial Rd, Ajax, ON

Running Track: St. Mary's Catholic Secondary School
1918 Whites, Pickering, ON



Training Packages & Pricing

PLATINUM PACKAGE

\$7,600.00

\$1,000.00 In Savings

****Tax not included in price****

- **Assessment & Customized Training Plan**
- **4-6x Weekly Training Sessions**
- **Post Workout Protein Shake**
- **Bi-Weekly Physical Assessment**
- **Weekly Nutrition Consultation & Custom Meal Plan**
- **5 Weekly Meals of your choosing**
- **30 Ice Sessions, 90 minutes**
- **12 Therapy Sessions**
- **Gym Apparel, Jersey, Shaker, Training Bag**



GOLD PACKAGE

\$4,800.00

- **Assessment & Customized Training Plan**
- **4-6x Weekly Training Sessions**
- **Post Workout Protein Shake**
- **Bi-Weekly Physical Assessment**
- **Weekly Nutrition Consultation & Recommendations**
- **20 Ice Sessions, 90 minutes**
- **6 Therapy Sessions**
- **Gym Apparel, Jersey, Shaker, Training Bag**

****Tax not included in price****



SILVER PACKAGE

\$2,800.00

- **Assessment & Customized Training Plan**
- **4-6x Weekly Training Sessions**
- **Post Workout Protein Shake**
- **Bi-Weekly Physical Assessment**
- **Weekly Nutrition Consultation & Recommendations**
- **Gym Apparel, Shaker, Training Bag**

****Tax not included in price****

ADD-ON OPTIONS

Nutrition

- Consultation & Meal Plans- Starting at \$200.00
- Healthy Pre-Cooked & Portioned Meals - Starting at \$11 Per Meal

Development

- Hockey Skills Session, 90 Minutes - \$80.00
- Speed Session, 60 Minutes - \$50.00

Recovery

- Chiropractic, Physio or Massage - \$120.00

Tax not included in price



YOUTH PERFORMANCE PROGRAM

\$1,100.00 MONTHLY

OR

\$25 Drop-In Gym

\$80.00 Per On-Ice Session

For athletes between 11-14 years old who are eager to learn the fundamentals and start to build the foundation that will give them the competitive edge on their opponents.

- 3 Weekly Training Sessions**
- 3 Weekly Ice Sessions, 90 Minutes**
- Gym Apparel, Jersey, Shaker, Training Bag**

****Tax not included in price****



Meet The Team

Josh Fontana

**Founder, Head Strength Coach
Pure Strength Academy**



Josh Fontana has become one of the most sought after Performance Coaches in Durham and the GTA. As someone who grew up playing sports and hockey in particular at a high level, Josh learned the value of a good training regiment and lifestyle pertaining to performance. He founded Pure Strength Academy in 2011 and went from working with 5 hungry young athletes to over 1000 athletes in various sports to date. He has earned a reputation not only for helping clients achieve amazing results, but also as someone who is trustworthy and cares immensely for each person he works with. Josh's years of experience as an athlete and a coach has come with many successes, obstacles and even failures, but has all contributed to the development of a system that covers the full spectrum of performance optimization and gets players in the best physical and mental shape of their lives. Josh and the Pure Strength team has also helped several athletes prepare for showcase events, including the OHL Combine, NHL Combine, NHL Development and Main Camps, NFL/CFL Combines, Football Pro Day and Track & Field Meets.

Alex Fontana

Strength & Conditioning Coach



Alex brings a wealth of experience to the table as a current professional football player and someone who has battled adversity and competed at a high level his whole life. Alex was a multi-sport athlete growing up, but focused his attention on football through high school with aspirations on a scholarship. He was the first Canadian Player to compete in the U.S. Army All-American Bowl and after playing high school football in Connecticut and Junior College, Alex earned himself a scholarship to the University of Houston in 2016 and helped the Cougars to a historical ranking of #5 in the nation. In 2018, Alex transferred to the University of Kansas where he finished his college football career and graduated with a Masters in Economics. In 2019, Alex was drafted 7th overall by the Ottawa Redblacks of the CFL and currently plays for the Hamilton Tiger-Cats.

Alex knows what it takes to play at the highest level and uses his experience to help young athletes excel both physically and mentally.

Dallas Skopeleanos

**Director of Health & Nutrition
Founder, Naked Nutrition**



Dallas Skopeleanos is a Certified Nutritional Practitioner specializing in digestive and hormonal health. After graduating from The Institute of Holistic Nutrition in 2016, Dallas interned at Gary Roberts High Performance Training under the guidance and mentorship of Sylvie Tetrault, a highly respected nutritionist in the sports performance world. Dallas joined the Pure Strength Academy team as the sports nutritionist in 2017 and has worked with numerous athletes since, from various levels and sports to help them gain an understanding of good eating and lifestyle habits and the importance of nutrition in relation to performance. Dallas's system includes a 4-stage program where she ensures each athlete is confident with the information and consistently implementing recommendations before graduating them to next steps. Dallas's main focuses for the athletes include bio-individual nutrition, macronutrient portions and timing, hydration, sleep and supplementation for optimal performance and recovery.

Tony Sharpe

Speed Coach
Former Olympian



Tony Sharpe is a former Team Canada Sprinter who's athletic accomplishments include an Olympic bronze medal in the 4x100 metres relay and a finalist in the 100 metres in Los Angeles in 1984, a silver medal in the 4x100 metres relay at the 1982 Commonwealth Games and competed in the first World Championships in 1983. Tony is currently the Head Coach of the Speed Academy Athletics Club based in Pickering, Ontario, which he founded in 2006. The Speed Academy has produced numerous national team members, with eleven of its athletes representing Canada at international competitions in 2015. Sharpe has also developed more than thirty scholarship athletes, including his own twin daughters. Amongst the athletes Sharpe has coached and mentored is Olympic Gold medalist Andre De Grasse. Tony brings a wealth of knowledge and experience to the off-season program and helps our athletes understand the mechanics of efficient movement and how to maximize their speed.

Tate Philips

Tactical Skills & Skating



Tate Philips brings his experience as a former professional hockey player in Europe and years of coaching and developing young elite level, CHL and NHL caliber players and stars. For over 25 years, his development and mentoring has successfully helped players reach their highest potential with success and results in winning Stanley Cups, Conn Smythe, Selke, Calder, Lady Byng, and Maurice Richard trophies as well as Olympic Gold medals. His services have been sought out by NHL players such as Ryan O'Reilly, Alex Pietrangelo, Jeff Skinner, and several more. Tate's purpose for TP1 is to build the most comprehensive and focused development programs in today's hockey landscape, that can offer a player a highly individualized best in class training platform to succeed in achieving their hockey potential and goals. TP1 mentored players will be team leaders, goal focused, trusted, and respected players in all situations on and off the ice.

Vince Tarantino

Hockey Skills Coach



Vince brings more than twenty years of on-ice development experience working with players from minor to professional levels, including the NHL. Vince's hockey career includes Junior A. for the Bramalea Blues, an NCAA scholarship with the SUNY-Potsdam Bears and professional hockey in the IHL, ECHL and other leagues. Vince currently works with the Niagara IceDogs (OHL) as the Director of Player Development & Evaluation, Skills Coach and Scout.

Chris Beckford-Tseu

Goaltending Coach & Consultant



Chris is a former Professional Goaltender, playing in the NHL, AHL and ECHL. Chris grew up as a top goalie within the province and was drafted 91st overall in the 2000 OHL Draft. Throughout his OHL career, he played for the Guelph Storm, Oshawa Generals and Kingston Frontenacs. In 2003, Chris was drafted to the NHL in the fifth round, 159th overall, by the St. Louis Blues. After a lengthy Professional Career, Chris returned to Toronto and opened "Professional Goaltending Development," where he young and upcoming talented goalies. Chris is currently the Goalie Coach for Ryerson University Men's Hockey and Mississauga Steelheads of the OHL.

Dr. Vasko Grujovski

Director of Sports Therapy
Co-Founder, The Centre For Physical Health



Vasko Grujovski, is a graduate of York University's Kinesiology and Health Sciences program. He continued his education and earned his Doctorate in Chiropractic in 2010 from the Canadian Memorial Chiropractic College. While attending CMCC, Vasko received his certification in Medical Acupuncture through McMaster University where he is also in the process of receiving his certification in Neurofunctional Sports Performance. His career experiences involve treating professional and amateur athletes in the NHL, AHL, OHL, CFL and MLS. He has also worked extensively with the general population treating chronic and/or work related over-use type injuries. Vasko's approach to therapy involves a detailed assessment of the mechanical dysfunction that patient's present with and designing a treatment plan that will alleviate pain and restore proper function. Vasko's goal is to provide you with the latest in evidence-based manual medicine that will enhance recovery, help you perform optimally or get you on your way to being pain-free and moving optimally.

Brittany Davies

Restorative Movement & Wellness



Brittany Davies is a Certified Joga Coach in the Toronto area. Brittany has trained extensively in various styles of dance for most of her life, and has been dancing professionally since 2012. In addition to her career as a Dancer, she is one of the top Joga Coaches in the province, as she was mentored by Jana Webb, the founder and creator of the Joga Program. Over the past 3 years, Brittany's Joga experiences include amateur, university and professional athletes including teams such as the New Jersey Devils, the Houston Rockets, the Dallas Stars, Pittsburgh Penguin players and many others who shall remain unnamed due to privacy agreements.

JOGA is a three dimensional neuromuscular movement system that bridges the gap between the science of yoga breathing/relaxation with the biomechanics of sports.

JOGA cultivates results as it optimizes the human system with a strategic focus on integrating the subsystems of the body. Essentially we have hacked traditional yoga and created a system that thrives on efficiency, results and optimal human performance and is used by the best athletes and sports teams world-wide.

BOOK A CONSULTATION



To learn more about our programs and services get in touch with us and book an appointment. Our Team looks forward to working with you.

CONTACT

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**"YOU MUST EXPECT GREAT THINGS OF
YOURSELF BEFORE YOU CAN DO THEM."**

MICHAEL JORDAN