



FOR IMMEDIATE RELEASE

MY SPORTS DIETITIAN LAUNCHES UNIQUE ONLINE SPORTS NUTRITION EDUCATION AND SERVICES COMPANY

Designed to Enhance Athletic Performance from a Food First Approach

COVINGTON, Louisiana – (June 23, 2015) – My Sports Dietitian, the first company solely devoted to sports nutrition and education services from a food first approach, officially launched today. My Sports Dietitian’s purpose is to help athletes improve their athletic performance, increase their energy levels, improve their body composition as well as improve their overall health by providing a variety of tools and educational services as guided by a Registered Sports Dietitian. My Sports Dietitian offers athletes, ranging from the physically fit individuals to the high school, collegiate, Olympic and professional athletes, the opportunity to obtain sports nutrition education and services from a Sports Dietitian in order to help them reach their peak performance from a food first approach.

The concept for My Sports Dietitian was ignited when company founders, Ronnie Harper, Ed.D, ATC and Tavis Piattoly, MS, RD, LDN realized that there was a lack of professionals servicing athletes with an emphasis on a food first approach to improve athletic performance. The multi-billion dollar supplement industry maze seemed to be the only option available to coaches, parents and athletes.

“Too many athletes are turning to supplements to try and increase their performance”, said Tavis Piattoly, MS, RD, LDN. “We believe in a food first approach to help an athlete reach their peak performance.”

“We see the difference we are making in our athletes’ lives every day and that’s what keeps us going,” said Ronnie Harper, Ed.D., ATC. “We feel so strong about what we are doing that we expanded the business to include a team of rock star sports dietitians that will deliver outstanding educational products and services in sports nutrition for you and your athletes.”

The duo combined their years of experience, practical knowledge and success in the industry in order to develop an array of services targeting athletic trainers, coaches, parents, personal trainers, registered dietitians, as well as all levels of athletes.

Eric Reid, Jr., Safety for the San Francisco 49ers wholeheartedly supports the mission of My Sports Dietitian. Eric states, “The athlete, or any adult that supports the athlete, in their efforts to be successful, really does not have a trusted resource to consult with in order to learn how to properly fuel their bodies, until now. My Sports Dietitian is a trusted resource that I consult with and I would recommend everyone else check them out”.

The company launch coincides with the 66th Annual National Athletic Trainers Association (NATA) Expo in St. Louis, Missouri. My Sports Dietitian, as an exhibitor will be streaming live video content from the Expo on Twitter (@mysportsdiet). You can also see the live video content from the mobile app “Periscope” (search “mysportsdiet”). Additionally, a video of Eric Reid talking about his partnership with My Sports Dietitian can be viewed here: <http://bit.ly/1Rhdtw3>.

About My Sports Dietitian

My Sports Dietitian actively partners with organizations or businesses that support schools, teams or facilities who service athletes or the physically active. Their comprehensive sports nutrition program is developed and designed by Sports Dietitians and offers a wide variety of services and education that emphasizes a food first approach to improve athletic performance and overall health. My Sports Dietitian is the official Sports Nutrition Education and Services provider for all of the coaches and athletes for the National Wrestling Coaches Association (NWCA). My Sports Dietitian has also partnered with Eric Reid, Safety, San Francisco 49’ers and the Taylor Hooton Foundation. They can be found on the Internet at <https://mysportsd.com>

The five divisions of the My Sports Dietitian business include: Mentorship, Apps, Athlete’s Plan, Connect Software and Connect e-Learning.

Mentorship

The Mentorship program’s purpose is to provide dietetic students, dietetic interns, registered dietitians, certified athletic trainers, athletic training students, certified strength and conditioning specialists, personal trainers, kinesiology students, exercise physiologists, coaches, physical therapists or parents with the proper resources to be more competent in sports nutrition. The Mentorship faculty works with athletes that participate in the Olympics, NFL, MLB, NBA, College, High School as well as the weekend warrior athletes.

APPS

My Sports Dietitian Apps program is designed to make it easy and affordable for any school, facility or program to build, manage and self-brand a sports nutrition mobile app for their community of athletes, parents, coaches and support staff.

Athlete’s Plan

Athlete’s Plan provides individuals with the opportunity to work with a Sports Dietitian to customize a personalized nutrition program designed to help reach performance, weight, and body composition goals through a philosophy that has been used with success for High School, College, Professional and Olympic athletes.

Connect Software

Create a food first culture on your team with our dynamic and engaging online software. Designed to be implemented in a school, team or facility in order to provide athletes with the information, tools and resources needed to improve their athletic performance. Get started with 5 free athlete accounts today.

Connect e-Learning

Individuals have the opportunity to learn online from some of the leading Sports Dietitians in the industry. A variety of educational services are offered such as e-Books, webinars, podcasts, articles, and videos. Connect with a source you can trust.

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