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Baseball Factory Launches ‘Game Time Pressure’ Training on App Store
App is designed to “put players in the game” by creating a real-time environment

“HEY, IT’S TIME TO EAT, KID! YOU STILL A CRYBABY?”

That got your attention, didn’t it?

It’s also the kind of heckling that gets the attention of hitters and throws off their focus. In 2013, Baseball Factory CEO Steve Sclafani and stress training expert Dr. James E. Driskell teamed up and devised an innovative new method to help players overcome such distractions. Called “The Game Time Pressure Training & Simulation Program,” it created a simulated in-game environment so players could practice while learning to deal with everyday commotion they may face on the field.

Now, Baseball Factory is bringing this revolutionary training method into the digital realm with its Game Time Pressure Training app. The app will provide players with the ability to train and develop their skills both on and off the field.

Designed for players ages 11-18, the app digitally recreates “stressors” based on the studies conducted by Sclafani and Driskell. These studies isolated the five main elements that hamstrung players on the field: Performance pressure, competitive demands, time pressure, task load, and noise.

“We’re giving hitters a chance to rapidly improve their game day performance by learning how to block out distractions,” says Sclafani. “It’s never going to be quiet in a real game, so why do players practice this way? The more a player learns to deal with stressors, the more confident they’ll be when it counts the most.”

With the app, players set up a “virtual baseball card” profile and jump right into the action. They can attempt to focus on pitches while hearing random heckling (like the quote above) and crowd noise – and even add their own parents, coaches and teammates. They can also simulate training exercises and test their vision and balance with custom-designed wheel displays and phone gyroscope games.



“If hitters really want to improve, training should not be a comfortable situation,” Sclafani continues. “The Baseball Factory’s two decades as the leaders in player development tell us that being successful as a hitter in a game is so much more than just having good mechanics.”

Players can also get pointers by accessing Baseball Factory video tutorials. These tutorials cover techniques ranging from teeing up to working on balance and pitching. When players are finished, the app gives them a way to calculate how well they’ve performed. Then they can try again to improve their ranking.

The app is already off to a running start: In its first 48 hours, it was downloaded over 1,000 times.

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About Baseball Factory, Inc.

Baseball Factory provides baseball players nationwide with the very best instruction, tournament competition, and college planning and guidance. Baseball Factory has developed programs to provide players with World Class Instruction and Life-Changing Experiences, which when combined, lead to future success both on and off the field. With over 700 events nationwide, we pride ourselves on giving families an unbiased assessment of where they stand against other players nationwide. Baseball Factory events have featured more than 375 players who have played or are currently playing in the Majors and close to 100,000 players have gone on to play at the college level. 100% of Division I, 100% of Division II and 95% of Division III programs have at least one Baseball Factory alum on their roster. For more information on Baseball Factory, please visit www.baseballfactory.com or call 800.641.4487.