



FOR IMMEDIATE RELEASE
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EVERY BALL COUNTS® WELCOMES UCLA GOLF TEAM FOR ASSESSMENT AND TRAINING SESSIONS

WEST PALM BEACH, Fla. - Every Ball Counts® (EBC), a science-based, statistics-driven elite training academy located at the PGA Resort and Spa Estates Course in West Palm Beach, is proud to announce that it will be hosting the UCLA Bruins golf team on Sept. 13-15. This return visit confirms the commitment of the UCLA team to utilize the EBC methods and practices. The EBC process collects player's data through the EBC Assessment. From that data an individualized training plan is developed specific to improve that players skills. The EBC Assessment is the same assessment that many of the leading PGA Tour, Web.com, LPGA, Universities and AJGA players have been using to precisely identify where and how to practice more efficiently. For the Bruins, a perennial national championship contender, it is a chance to develop each individual on the team as they all chase their goals of eventually joining golf's elite on the PGA Tour.

"We recognized the benefits last year as our players improved throughout the season. For a coach to have an individual roadmap for each of my players makes my practice more efficient with measurable results. We are looking forward to this return and seeing the gains that EBC has had on the PGA Tour this season confirms where coaching is heading. This is a great way to introduce the new players on the team as to the commitment it takes to get to the next level. We are truly looking forward to the time with the EBC team," Bruins coach Derek Freeman said.

It's that specific work with each individual that attracted Freeman to EBC. Using data collected after an assessment of each individual, a specific program is created for each golfer based on their skill set and goals. For Freeman, that drilled-down attention to detail for each golfer is a major attraction.

"This training program stands out because it really isolates each person individually and helps them learn how they need to practice at their own highest level," Freeman said. "That's the most important thing - this is not a generalized thing but instead it's individualized."

And at a program that won the 2008 NCAA Championship and has finished in the top five at the event four times under Freeman, the aspirations for both the team and the individual golfers are clear.

"All of these guys want to get to the PGA Tour," Freeman said. "And we want to help them get there."

In the training sessions offered by EBC, each player will get a complete player assessment comprised of technical skills, course management, mental, physical evaluation and goals. Player skills are directly compared to the PGA Tour using the EBC Strokes Gained Training App. The EBC training app takes this information and gives players immediate feedback based on their scoring average for their training session. The app can be downloaded now on the [App Store](#) or the [Google Play Store](#).

For UCLA, this assessment has already started, as the Bruins have each downloaded the app, and by using it, the EBC team's work is underway before the team even touches down in West Palm Beach, FL.

The staff at EBC has trained athletes to 17 Olympic gold medals, 48 world championships and over 125 PGA Tour wins (including eight major championships). Using EBC's proprietary training program, along with the latest technologies, players can reach that next level of success that they're seeking. For more information, visit <http://www.EveryBallCounts.com> , call (561) 203-6160 or email sales@EveryBallCounts.com .