

PRESS RELEASE
FOR IMMEDIATE RELEASE
July 12, 2021

National Strength and Conditioning Association (NSCA) Announces the Launch of NSCA TV

New streaming service featuring strength and conditioning and sport science videos, makes available one of the largest and most respected collections in the world.

Colorado Springs, CO – The National Strength and Conditioning Association (NSCA) is excited to announce the launch of a brand new video-streaming service: NSCA TV. The initial launch includes instant access to over 400 strength and conditioning and sport science videos from some of the industry’s leading experts.

The NSCA TV video library is organized to reflect the diverse needs and interests of sport science and strength and conditioning professionals and includes categories such as program design, nutrition, sport-specific training, periodization, career advice, research deep dives, and applying the latest hands-on techniques. The NSCA is also creating a series of original content, beginning with programs intended to animate research from the NSCA’s flagship publication, the *Journal of Strength and Conditioning Research*. After launch, content will continue to be developed and added regularly from NSCA conferences and clinics, member-created content, and industry partnerships.

NSCA TV is available online at www.nasca.tv and can be accessed anytime, anywhere through the NSCA TV app on Apple or Android devices. Download the app for free in the Apple App store or Google Play store. NSCA TV and its extensive strength and conditioning video library is free with all NSCA memberships and is also available on a subscription basis for \$15.00 a month.

“The NSCA constantly strives to be a leader in the strength and conditioning and sport science industries, and NSCA TV exemplifies these efforts,” said NSCA Executive Director Michael Massik. “Our intent is that NSCA TV will bring a great deal of research and thinking out of our archives and into a new platform where the worldwide strength and conditioning community can gather, learn, and contribute. This is just the beginning of this new platform, and we look forward to its exciting future.”

For more information regarding NSCA TV, please visit www.nasca.tv.

Media Note: To schedule an interview contact Marketing@nsca.com.

About the National Strength & Conditioning Association

Founded in 1978, the National Strength and Conditioning Association (NSCA) is a nonprofit association dedicated to advancing the strength and conditioning and related sport science professions around the world.

The NSCA exists to empower a community of professionals to maximize their impact through disseminating evidence-based knowledge and its practical application by offering industry-leading certifications, research journals, career development services, networking opportunities, and continuing education. The NSCA community is composed of more than 60,000 members and certified professionals

throughout the world who further industry standards as researchers, educators, strength and conditioning coaches, performance and sport scientists, personal trainers, tactical professionals, and other related roles.