



PARABOLIC

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PARABOLIC PERFORMANCE & REHAB AND HARDCORE HOOPS ANNOUNCE PARTNERSHIP

Parabolic Performance & Rehab, a leading sports performance training and physical therapy practice and Hardcore Hoops, a basketball specific training and development facility located in Fairfield, New Jersey, announce a partnership that will integrate Parabolic's service offerings to help Hardcore Hoops athletes perform at their highest potential.

"This partnership with Parabolic makes Hardcore Hoops a more well-rounded product," said Joe Hohn, owner of Hardcore Hoops. "It has always been a vision of mine to offer my athletes everything they need to get better and with Parabolic I'm now able to get my athletes to the next level. They have an outstanding reputation for developing athletes of all ages and from a medical standpoint, I can now rest assured that if injuries do arise they will be taken care of by Doctorate level physical therapists."

Parabolic COO, Dr. Matt Cifelli is equally as excited about the new partnership. "Our venture with Hardcore Hoops provides us with a powerful ally in a sport that we're extremely passionate about," said Cifelli. "We can now service the needs of basketball players of all ages and give this community the greatest opportunity to succeed on the court. Starting with an initial movement assessment, we can identify key areas of improvement to achieve specific goals and avoid common basketball injuries such as: ankle sprains, knee injuries, muscle contusions and foot fractures. With an ongoing training program, our athletes will move better, be stronger and be in the best position to reach their individual potential."

Joe Hohn, or "Coach Joe" as he's known, is a veteran basketball instructor with over 25 years of basketball training experience. After a standout career at Hoosick Falls Central High School in upstate New York, Coach Joe played collegiate basketball at Rutgers University in Newark, NJ and professionally overseas in Luxembourg and Germany. As the owner of Hardcore Hoops for 22 years, Coach Joe is widely regarded for his unique teaching approach and enthusiasm. He has trained many of the top players throughout the tri-state area, including the #1 overall pick in the 2011 NBA Draft, Kyrie Irving, and the #30th overall pick in the 2014 NBA Draft, Kyle Anderson.

Hardcore Hoops is located at 49 Montesano Road, Fairfield, NJ 07004. For more information on Parabolic's partnership with Hardcore Hoops, please contact Ami Dow at 973-744-2770 or via email at Ami@GoParabolic.com.

About Parabolic: Parabolic Performance & Rehab (PPR) is a multi-site state-of-the-art sports performance and physical therapy practice with locations in Montclair, Upper Montclair, Hackensack, and Manalapan, New Jersey as well as Chicago, Illinois. PPR provides Sports Performance Training, Physical Therapy, Massage Therapy and Acupuncture. Parabolic bridges the gap between the healing process and sports performance. Its Doctorate-level physical therapists and nationally recognized sports performance coaches work symbiotically to treat and strengthen each client to maximize their individual potential.

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