



Mindsport Ltd

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for immediate release

Sport psychology for all

Grassroots football to get the winning edge



Sport psychology for the masses has become a reality with the introduction of Mindcards - an easy, affordable, accessible way for grassroots players to improve their game.

Mind games in football are nothing new - but sport psychology has often come at a high price. Now expert advice is at hand for everyone from serious semi-pro players and academy youngsters to folks who aspire to playing a better game for their local Sunday league team.

"The cards are about gaining a winning edge," said sport psychologist Sam Kotadia, who devised the Mindcards and has advised many professional clubs including Charlton Athletic and Colchester United.

"Developing a robust mental approach to improve performance requires positive action. The cards are concise, portable and easy to use which increases the likelihood of players applying the strategies in order to benefit from them," added Kotadia.

The cards, which come in two separate 52-card packs, improve confidence, focus and motivation. They are a must-have stocking-filler for grassroots footy players this Christmas.

And to add to the seasonal cheer, Mindsport Ltd will donate 25 percent of sales from each pack of cards (roughly £2 per deck) to a local Kickz community project.

Kickz is a social inclusion programme managed by the Football Foundation, the Premier League and the Metropolitan Police, which uses the power of football to develop young people's potential and create safer, stronger communities.

Football 
Foundation



Funding from the Mindcards will be rolled out across the country – the project aims to start with Charlton Athletic's community programme in south east London.



Indeed Charlton Athletic manager Phil Parkinson is a big fan of the cards.

"I have worked with Sam for many years and he does things in a very clear and structured way. As a player you have to learn mental toughness and how to cope with adverse situations. What matters is how you respond when things go wrong. These cue cards are handy because they instill positivity. This sort of support hasn't been readily available for grassroots players before. I think it is fantastic."

Charlton defender Kelly Youga uses the cards on a regular basis. "The cards have really helped to maintain a positive approach to my game, and have improved my overall performance, since I started using them," said the 24-year old.

Within the deck is a set of "create your own cards" which invite players to invent their own positive reminders and help them take ownership and responsibility for their mental well-being.

Footballers can use the cards to get their psychological boost anywhere - on the bus, in the car or even in the dressing room.

"I get them out at half-time as well as in the run up to matches," said Josh Llewellyn, a former Team Bath student player who now plays for Weston-super-Mare FC.



Josh Llewellyn

"They are great for someone in my position," added Llewellyn. "I can't afford to see a sport psychologist on a regular basis so they provide the right mental triggers and reminders I need. The advice isn't just important for playing sport well but how you can approach other things in your life".

"I believe it is beneficial for grassroots footballers and other athletes to have access to strategies that promote positive thinking in sport," said Kotadia.

"Having tested the cards in professional sport, it is important we provide this information to other sporting communities, especially in the build-up to London 2012".

Mindsport Ltd will showcase the Mindcards at a series of grassroots football events this winter.

Recommended retail price for the cards is £7.99 for a pack of 52 cards. For further information visit www.Mindcards.com

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Notes for Editors

The Mindsport card system has been designed and is marketed by Mindsport Ltd. For further information visit: <http://mindcards.com/default.aspx>.

Mindsport Ltd managing director Sam Kotadia is available for comment.

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Photographs and images

All images used in this press release are available in high resolution upon request.

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