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## **EXCEL IN MARKETING SELECTED BY OLYMPIC GYMNASTICS TRAINING FACILITY, CHAMPIONS ACADEMY, TO PROVIDE STRATEGIC MARKETING PLAN**

**Orinda, CA** – The Orinda-based marketing firm Excel in Marketing LLC has been awarded a contract by Champions Academy in San Jose, CA to provide strategic direction with launch of their business.

Champions Academy is a full-service gymnastics program for children and adults that seek to both compete professionally and/or enjoy recreational programs for strength training, power enhancement and physical safety in athletics.

The Morgan Hill-based Champions Academy is founded and owned by Olympic Silver Medalist and World Champion gymnast Jinjing Zhang and his wife Jenny Liu. It is the only gymnastics club in the Bay Area independently owned and operated by a world-renowned athlete.

The beautiful state-of-the-art 12,500-square foot facility offers something for everyone –from professional to aspiring gymnasts. In addition to offering world-class training programs, the facility also lends itself to being a family-friendly sports and leisure center. The newly constructed location features top-of-the-line AA1 gymnastic equipment, which is approved for official use in the Olympic Games and World Championships. It also features a sports lounge, pro shop, game center, kids’ gym, wireless Internet, family play and study areas.

Setting CAUSA apart from their competitors is their philosophy of offering the very best in training programs to develop a child’s self-discipline and self-esteem in a safe and fun environment. Their clientele receives training and instruction with some of the best gymnastic coaches in the nation.

Plans are underway to expand the current offerings of the Champions Academy, such as adding a yoga/Pilates room, a foam pit, and climbing walls.

EIM will survey the San Jose community and identify key market segments for both competitive and recreational clients. Our findings will be mapped to a list of cost-effective opportunities to both build awareness and drive leads to the organization for the summer months.

“We will strive to educate the San Jose population about the value Champions Academy provides both students and adults through active informational campaigns to schools, city officials, churches, businesses and more. Our launch is aimed at leveraging all community-based activities already scheduled as well as providing high value exhibitions to help the community learn more about them,” said Temple-Wolfe.

“Jenny and Jinjing really understand the value of marketing. Both are highly educated and ambitious business owners, they truly get it,” said Chowins.

“I look forward to working with this couple to help grow their business. They have made this a priority, which makes them an ideal client for EIM,” said Temple-Wolfe.

EIM will focus on mapping a feasible calendar so that business goes on uninterrupted and they can enjoy their new addition to the family. Business growth can and should be balanced with other personal and professional priorities. That said, EIM will quantify goals and work with the team at Champions Academy to make sure they have the support they need.

Too often, many small companies can't afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

The consultants at Excel in Marketing are marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. As a virtual team, it helps to keep expenses down, as well as provide clients more flexibility and higher value. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization's most immediate needs and priorities are fulfilled.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com)

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