

## **FOR IMMEDIATE RELEASE**

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### **“BREAK IT DOWN” TOTAL SPORTS LAUNCHES IN SOUTH BAY LOS ANGELES**

#### ***ABA – Focused Sports Camp for Children with Autism And Other Special Needs***

Hermosa Beach, CA (June 13, 2014) – Trained in Applied Behavioral Analysis, Stephanie Dale and Alyne Kassardjian have taken their collective near 20 years of experience to fill a void in the marketplace. “Break it Down” Total Sports’ mission is to teach children with special needs, sports skills and knowledge while creating a positive environment and developing children’s motivation to participate. The organization is committed to utilizing ABA-based teaching strategies to break down these skills and promote independence in these young athletes.

Applied behavior analysis (**ABA**), previously known as behavior modification, is the application of operant and classical conditioning that modifies human behaviors especially as part of a learning or treatment process. \* ABA is practiced in all types of settings with all types of populations and age groups and has been used to improve many behaviors and social skills, job performance, language acquisition and leisure skills.

“We’ve spent years practicing ABA-based therapies in schools, at private homes and at our respective offices, but what rounds out the practice is for it to be applied to every part of the child’s life,” says Kassardjian. “Often times children with special needs are simply not exposed to the extracurricular experiences that typically developing children are. It’s not necessarily a lack of athletic skill or desire that prohibits these children from involvement in such activities, but the lack of resources available to teach them effectively.

“Sports as a medium in general, practices many of the ABA principles innately, but we haven’t found a trained organization that is specifically dedicated to the application within these sports activities,” adds Dale.

Each session is eight weeks, two hours each Saturday. While they will launch with summer with a session oriented around playground games to prep children for the

upcoming school year, their sophomore program will be dedicated to soccer in the fall. Subsequently they will cover basketball and baseball. Each day will begin with a fifteen-minute warm up, an explanation of rules and terminology, skill-building and sports knowledge and finally, a scrimmage. Structure is always fluid based on individual needs.

### **About “Break It Down Total Sports”**

“Break it Down” Total Sports seeks to provide positive opportunities for children with special needs to learn and learn to love sports through a tried and true curriculum. They will individualize teaching and promote independence with the main objective being that children rejoin their community sports programs. In addition to the program taking form in Hermosa Beach, California, the hope over time is to expand the locations and serve children in a variety of locations.

Stephanie Dale and Alyne Kassardjian are co-founders and coaches of “Break it Down” Total Sports. Both have extensive experience in the field of Applied Behavior Analysis working with children with special needs.

#### **STEPHANIE DALE:**

- Masters of Science in Applied Behavior Analysis
- Board Certified Behavior Analyst (BCBA)
- Over 10 years experience working with children and adolescents with autism
- Currently, program coordinator and Behavior consultant for Autism Partnership
- Experience in assisting in non-profit sports programs
- Experience working in camps with special needs children

#### **ALYNE KASSARDJIAN:**

- Masters of Science in Applied Behavior Analysis
- Board Certified Behavior Analyst (BCBA)
- Over 8 years experience working with children and adolescents with autism
- Currently, program coordinator and Behavior consultant for Autism Partnership
- Experience working in sports camps

*\*As defined on Wikipedia.com*

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