

PRESS RELEASE
FOR IMMEDIATE RELEASE

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National Strength and Conditioning Association (NSCA) Announces 2021 Alvin Roy Award for Career Achievement Winner Louie Simmons

Colorado Springs, CO – The National Strength and Conditioning Association (NSCA) is proud to announce the winners of the organization's 2021 career awards. These distinguished awards are handed each year to those individuals who have made significant contributions to the strength and conditioning community throughout their careers. Each of the award winners will be formally recognized at the NSCA's National Conference which will be held from July 7-10, 2021 in Orlando, FL.

The **Alvin Roy Award for Career Achievement**, created in 1986, honors Alvin Roy, who helped establish strength and conditioning as the cornerstone of any training program. Roy was one of the first coaches to show that lifting weights would improve both speed and power, and he helped debunk the myth that lifting weights made athletes slower. In his honor, this esteemed award is given to an individual whose career achievements made a substantial impact on the scientific understanding, methodologies, and practice of resistance training as a component of sports conditioning. The Board of Directors is honored to announce the 2021 recipient, **Louie Simmons**.

Louie Simmons is a world-renowned Strength/Special Strengths coach and the founder of Westside Barbell. Every day he is in the gym, watching and analyzing all athletic training for all his powerlifters, fighters, and track and field athletes. Westside Barbell is a living laboratory for Louie where he can undergo constant athletic experiments to push the boundaries of what is possible.

Simmons has 30 athletes who deadlift over 800 pounds and four who deadlift over 900 pounds. He also has 15 members who have a total lifting record over 2500 pounds and seven over 2600 pounds total. Westside Barbell is the only gym in the world to have two over 2700 pound totals, plus five over 2800 pounds and one who has the biggest total of all time with 3005 pounds. In addition to this, Simmons is one of three people to total elite in five weight classes with two-hour weigh-ins.

Louie has published over 300 training articles, authored 10 books, and produced over 10 highly-respected training videos. Simmons is also the inventor of the Reverse Hyper® machine, Inverse Curl machine, Hip/Quad machine, Static/Dynamic developer, Athletic Training Platform, MR-19 Hamstring recruiter, and the Virtual Force Swing.

He has also been a strength consultant for the Cleveland Browns, Green Bay Packers, Seattle Seahawks, and numerous college football teams. Louie has worked closely with Kent Johnson, Johnny Parker, and Buddy Morris, and a host of other professional and top-level strength coaches. Additionally, he has trained two Olympic gold medal sprinters, Butch Reynolds and Moe Robinson, both 400-meter sprinters.

For more information regarding the NSCA and these awards, please visit www.nasca.com.

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.