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COACH ON THE GO Releases Mobile Coaching App to Help Hockey Coaches Plan and Run Successful Practices

*Built for iPhone/iPad, Coach on the Go Hockey combines coaching best practices,
planning fundamentals and animation to help coaches at all levels.*

Ottawa – June 27, 2012 – Coach on the Go announced today that it has released its first tool in the mobile app space targeted at hockey coaches at all levels. The App is “Coach on the Go-Hockey” and was put together with the collaboration of AAA level Coach Gregg Kennedy, part-time Coach and full-time Lawyer, Jamie McMahon, and Paul Dombowsky, CEO of Ideavibes and a self proclaimed digital strategist.

Kennedy is a recognized leader in training coaches around the world, and he and McMahon saw a need for a Coaching App that focused on a number of key challenges for coaches: particularly those doing coaching on a volunteer or part time basis.

“Coaches are always looking for drills that address certain individual skills deficits as well as areas needing improvement on a team basis.” According to Kennedy, ...“we came up with the App to provide searchable drills based on age and skill that could then be added to Practice Plans that are individualized for the coach and team. Given tight ice times these days, running an effective practice to improve both the players’ skills and the team as a whole is important. Being able to assemble such plans in a matter of seconds and then show them in a meaningful way to coaches and players both before and even on the ice with your mobile device is revolutionary.”

Developed with the help of Ottawa based Iversoft, the App is now available for \$9.99 on the [Apple App Store](#) for iPhone and iPad, and will include regular updates adding new drills and sample practice plans to help Coaches at all levels.

About Coach on the Go

Coach on the Go is an Ottawa based mobile app company focused on providing helpful tools to coaches working with players at all levels. Starting with Coach on the Go Hockey, the company is combining best practices for running effective team and player building drills, with a must-have mobile app that focuses on providing proven drills and the ability to customize practices. The company is a collaboration of experienced coaches Gregg Kennedy and Jamie McMahon, as well as digital strategist Paul Dombowsky from Ideavibes. For more information visit www.coachonthego.ca

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