



# NOAH BASKETBALL NEWS RELEASE

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CONTACT: Jervis Williams  
(510) 324-3062

## **Riekes Center Expands New Basketball Facility with Noah**

MENLO PARK, CA – The Riekes Center for Human Enhancement has added the Noah Training System to its newly built basketball training facility. The Riekes Center will offer the use of the Noah Training System to its students for both team and individual training. The Center will take advantage of Noah's reporting system, which allows tracking of actual workout data for analysis, reporting and billing. As the demand for specialized basketball training increases in the youth, high school, college and professional segments, the Riekes Center will continue to provide the state of the art facilities, personnel and training equipment to satisfy that demand. The focus of the Noah basketball training program will be on the youth who benefit most from Noah as they develop the shooting mechanics that will comprise their shooting proficiency for life. Young athletes who develop the wrong arc will never be good shooters. The Riekes Center plans to address basketball development with specialized workout lessons. "I look forward to implementing Noah into our youth training program where we are creating a fun, positive coaching environment focused on the fundamentals of basketball," says Malloy Hester, Youth Basketball Instructor.

In addition, the Riekes Center will serve as the central demonstration and performance center in the San Francisco Bay Area for Noah Basketball. The Riekes Center plans to offer individual "shooting stations" similar to baseball hitting cages where individuals will practice free throws using Noah's real time audio feedback and visual graphic analysis. Gary Riekes, founder of the Riekes Center, comments, "The amazing part of this groundbreaking technology is that the Noah System allows students to help help themselves. The spirit of self-reliance and self-confidence that is inspired by the Noah System reinforces the core values of the Riekes Center that makes the center such a special place for its students."



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## About Noah Basketball

The Noah System is a revolutionary training system that allows athletes to build a consistent arc, which is the most difficult part of a free throw or jump shot to master. The cutting-edge computer based video/audio system gives the shooter immediate verbal feedback and data analysis on the accuracy of each shot taken during a workout session. For more information on the Noah System and an on-line demonstration, visit [www.noahbasketball.com](http://www.noahbasketball.com) or call 1-888-TRY-NOAH.

## About The Riekes Center

Located in Menlo Park, CA, the Riekes Center is a nonprofit mentoring organization that utilizes a multidisciplinary approach, which combines technology with training and total support to help students develop valuable skills, self-reliance and self-esteem through a dedicated respect for themselves and for each other. The mission of the Riekes Center is to help students define and accomplish their goals, and to improve their character, self-confidence, and peer relationships. The Center provides students with a highly trained staff, state-of-the-art training equipment, and the knowledge they need to reach their aspirations. Visit [www.riekes.org](http://www.riekes.org) for more information.