



**Arizona Interscholastic Association**  
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## NEWS RELEASE

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### **AIA ACADEMY DIRECTOR HEADED TO JAPAN**

PHOENIX, AZ (August 23, 2007) – Arizona Interscholastic Association (AIA) Academy Director Dr. Darren Treasure, serving as a member of the sport science support team working with three Team USA track and field athletes under Nike’s Oregon Project, will soon be headed to Japan and the 11<sup>th</sup> Annual IAAF World Championships in Athletics in Osaka.

The athletes include Adam Goucher, a 2000 Olympian who placed third in the 5,000m race at the 2007 USA Outdoor Championships, Kara Goucher, the 2007 USA Outdoor 5,000m runner-up and 2000 NCAA Outdoor champion in 3,000 and 5,000m , and Galen Rupp. Rupp, a junior at the University of Oregon is the current Pac-10 5K and 10K champion. Rupp and Kara Goucher will compete in the 10k, and Adam Goucher will compete in the 5k at the World Championships that begin August 25 and conclude September 2. Treasure also currently works with 2006 USA Outdoor 5,000m champion Lauren Fleshman.

The Nike Oregon Project was created by Nike Vice President Tom Clarke in 2001 to promote American long distance running. Alberto Salazar, who won three consecutive New York City Marathons, 1980-1982, and the Boston Marathon in 1982, is the head coach of the Nike Oregon Project and the three athletes Treasure works with. It was Salazar who contacted Treasure to become a member of the team after Dr. Jim Stray-Gunderson, a consultant for the AIA Academy, recommended Treasure for the position.

Treasure, a Scottsdale resident, is a former tenured Associate Professor at Arizona State University with appointments in the Department of Kinesiology and Psychology. He’s published over 50 scientific articles and book chapters on motivation and the psychology of peak performance. As a sport psychologist consultant, Treasure’s past and present clients include national governing bodies and professional athletes in a variety of sports and he has had the opportunity to work with Olympic, World and NCAA champions and all-American athletes, and teams at a number of different Universities. Aside from being a member of the Nike Oregon Project and the Director of the AIA Academy, Treasure is currently the lead consultant on a high performance initiative at the University of California, Berkley and author of the new National Federation of State High School Associations coach education program.

For complete information on the athletes Treasure is working with, please visit the USA Track and Field website at [www.usatf.org](http://www.usatf.org).

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