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### **Power Couple Opens One Stop Specialty Shop in New Albany**

New Albany, Ind. (Monday, November 9, 2015) – Shelly and Jay Sorg celebrated the grand opening of their combined business Transformation Training & Jay Sorg Baseball Academy on Monday, November 9<sup>th</sup>. The event was attended by State Representative Ed Clere, the public, family, One Southern Indiana (1si) Ambassadors and staff. The event was also attended by special guest, Stephen Cherniske, a nutritional biochemist, health educator and author of “The Metabolic Makeover”. The Sorgs have taken residence at the Old Robinson Nugent Building at 800 East 8<sup>th</sup> Street in New Albany, transforming it into a one stop specialty shop. The couple provides a wide variety of services including: sport specific training, corporate wellness, group exercise classes, yoga, nutrition education, wellness workshop, cooking classes, mini marathon, triathlon, corporate and team annual obstacle course.

#### **About the Sorgs**

Jay spent 12 years in the Cincinnati Reds organization as both minor league player and coach. He has coached some of the best players in the game including 2 Major-League MVP’s. Jay also served as the Head coach at his alma mater, Morehead State University. During his tenure, the Eagles improved over 90 spots in the RPI rankings and were repeatedly ranked in the country’s top 10 schools for multiple team statistics. A RPI (Rating Percentage Index) is a measure of strength of schedule and how a team does against that schedule. Jay is dedicated to teaching the fundamentals and helping athletes reach their highest potential.

Shelly has a degree in Exercise Science and a Master in Health Promotions. She has been a Certified Strength and Conditioning Specialist for 17 years. She has trained over 5000 clients and athletes, ranging from people with special limitations to professional players. She believes true wellness is the inter connectedness of daily exercises for mind, body and spirit. Shelly is passionate about transforming lives inside and out!

Jay and Shelly Sorg are committed to empowering their clients to take performance to its best in the workplace and on the field. With a combined 34 years of experience they have the education, motivation and drive to guarantee results you can see, feel and measure long term.

#### **About Transformation Training & Jay Sorg Baseball Academy:**

*The facility will be open by appointment only. Group exercise classes will have hours from 5:30am-6:30 pm Monday – Friday and athletes will have after school hours Monday-Thurs. Jay Sorg Baseball will have opening during the evening, and their specialty programs will run on the weekends (mini marathon, triathlon, cross-fit competitions, obstacle course, and baseball camps). Visit [www.shellysorg.com](http://www.shellysorg.com) for more information.*

#### **About One Southern Indiana:**

*One Southern Indiana (1si) was formed in July of 2006 as the Chamber of Commerce and Economic Development organization serving Clark and Floyd Counties. 1si's mission is to provide the connections, resources and services that help businesses innovate and thrive in the Southern Indiana/Louisville metro area.*

*Since its inception, the organization has evolved to include a three-prong approach to serve its members and investors. Business Resources, as the chamber side of the organization, encompasses membership, signature events and programs which support and encourage business growth; Economic Development works to grow the regional economy through the attraction of new commerce and assists with retention and expansion of existing businesses; Advocacy supports businesses at the government level by engaging in the initiatives to preserve, protect and promote a business friendly environment free of obstacles to growth and development of commerce. For more information on One Southern Indiana: [www.1si.org](http://www.1si.org).*



*Shelly and Jay Sorg celebrate the opening of their combined businesses by cutting the ceremonial ribbon. The couple provides a wide variety of services including: sport specific training, corporate wellness, group exercise classes, yoga, nutrition education, wellness workshop and more.*