

Gatorade Sports Science Institute Established in Canada



Sports health professionals, coaches and athletes have relied on the Gatorade Sports Science Institute (GSSI) in the U.S. for research and education in hydration and sports nutrition since 1988. Gatorade is pleased to announce that the GSSI is also now established in Canada.

What is the GSSI?

The GSSI is an organization dedicated to educating sports health professionals and athletes around the world on sports nutrition and exercise science.

The GSSI is committed to helping athletes optimize their health and performance through research and education in hydration and nutrition science.

The Institute's educational efforts are focused on enhancing the performance and well-being of athletes. The information provided to coaches and athletes helps them understand how to properly fuel their bodies, ultimately allowing them to perform longer and feel better when training or competing.

GSSI History

Founded in 1988, GSSI maintains the Gatorade Company's unique commitment to athletes that began at the University of Florida in 1965. Back then, university scientists developed Gatorade Thirst Quencher to help football players fight fatigue and stay properly hydrated in the Florida heat.

Gatorade, through the GSSI, has conducted more published research studies in the areas of sports nutrition and exercise science than any other sports drink company in the world.

The GSSI Canadian Advisory Board

A Canadian Advisory Board, made up of six leading exercise science and sports nutrition professionals from across Canada has been assembled to provide expert scientific advice and information on topics pertinent to the GSSI's mission.

The GSSI Canada Advisory Board members are:

- Lawrence L. Spriet, Ph.D., Univ. of Guelph, Advisory Board Chair
- Terry E. Graham, Ph.D., Univ. of Guelph
- Martin J. Gibala, Ph.D., McMaster Univ.
- Marielle Ledoux, Ph.D., Univ. of Montreal
- Heather Petrie, M.Sc., Acadia Univ.
- Gordon Sleivert, Ph.D., PacificSport Canadian Sport Centre

GSSI Canada Research

The GSSI Canada will conduct research on the effects of cold weather on fluid and electrolyte loss during physical activity.

Planned for the fall of 2005, the study will use ice hockey players at the community and competitive levels as subjects. The objective of the study is to identify the amount of fluid lost during cold weather sports and to the effect of insufficient hydration on performance.

Sharing knowledge on sports nutrition and exercise science.

GSSI Partners with Coaching Association of Canada

The GSSI and Gatorade have also partnered with the Coaching Association of Canada (CAC) to support its online “Sport Nutrition for Athletes and Coaches” service designed for coaches, athletes, parents, and leaders in high performance and developmental sport.

The GSSI will work closely with CAC’s Sport Nutrition Advisory Committee (SNAC), an independent committee of experts in sport nutrition that supports Canada’s high performance coaches and athletes, to develop all online content.

On www.gssiweb.org, You Will Find:

Sports Science Exchange papers are in-depth overviews written by sports science professionals for athletes, coaches and practitioners on a wide range of exercise science and nutrition topics, including:

- Dietary supplements
- Environmental conditionals and training
- Hydration
- Sport performance
- Sport psychology
- Sport medical conditions

Sport-specific and sports science articles that discuss research findings and practical applications for sports science professionals and athletes.

Educational tools useful for athletes at all levels to learn about proper hydration and nutrition.

Continuing education credits on a wide variety of subjects of interest to the sports health professional.

GSSI Laboratories

Headquartered in Barrington, Illinois, the original GSSI is a research centre consisting of three laboratories: exercise physiology, biochemistry, exercise sensory evaluation.

Exercise Physiology Lab includes an environmental chamber to stimulate temperature and humidity conditions from bitter cold to hot and muggy. This research is used to determine how heat stress, hydration status, energy supply and physiology interact to cause fatigue.

Biochemistry Lab allows for the analysis of blood, sweat, saliva and urine to help pinpoint the changes that occur during exercise in response to various beverages and nutritional supplements. Electrolytes, metabolites, such as lactate acid, and blood substrates such as glucose and free fatty acids are quantified to determine their relationship to delaying fatigue. Analyses are also conducted on hormones such as insulin, growth hormone, aldosterone and cortisol to help understand the mechanisms that regulate energy metabolism during exercise.

Exercise Sensory Evaluation Lab is where athletes and active people ingest foods and beverages before, during and after exercise to learn how taste preferences are affected by physical activity.

GSSI International Advisory Boards

The GSSI also works with scientists from major universities around the world to further research and expand knowledge in exercise science and sports nutrition. GSSI International Advisory Boards include:

- Board of Advisors for Science and Education
- Sports Medicine Review Board
- Sports Nutrition Advisory Board

Contact GSSI:

For more information about GSSI, visit www.gssiweb.org.

To contact GSSI Canada:

For more information on GSSI Canada, call 1-866-621-GSSI (4774) or email at GSSICanada@qtgcanada.com.