

SPORTS LOCAL HOCKEY

Peterborough Petes hire Brenley Shapiro as mental performance coach

By The Peterborough Examiner

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Brenley Shapiro

The Peterborough Petes have hired Brenley Shapiro as the Ontario Hockey League team's mental performance coach.

Shapiro is the founder and president of Toronto-based Heads Up Mental Game Coaching.

She has been tasked with guiding Petes players "to master their mind for ultimate performance enhancement," according to a release from the team.

"The mind leads the body," Shapiro stated in a release. "My goal is to teach the players how their mind impacts their performance by providing them with tips and strategies that will build a mindset for success."

Shapiro has worked with teams and athletes for more than 18 years as a sport psychology and performance consultant, cognitive behavioural psychotherapist and certified sports vision trainer.

She will provide mental skills training, along with strategies to strengthen neurocognitive processing, according to the release.

"We're pleased to have Brenley join the Petes organization," Petes general manager Mike Oke stated. "She will be an excellent resource for our players, assisting them to further develop mental skills that will help them perform at the top of their games."

Shapiro has worked with hockey teams and players at every level from minor hockey, through to the OHL, AHL, KHL and NHL. She has also been involved with the OHL Combine and U15 Program of Excellence. She sits on the expert panel for the Coaches Association of Ontario and is the mental performance spokeswoman for Gatorade Canada.

The Petes are opening training camp and will play a home exhibition game Sept. 14 at 7:05 p.m. against the Oshawa Generals in advance of their home opener Sept. 21 at 7:05 p.m. against the defending OHL champion Erie Otters. Single game tickets go on sale Aug. 31 at 9:30 a.m.