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### ***New Kovacs Institute for Human and Sport Performance Offers Exclusive Performance Science Services for Athletes, Executives and Elite Performers***

**Atlanta, Ga (USA)**—Kovacs Institute for Human and Sport Performance opens near Atlanta, Ga, and offers exclusive and bespoke services for elite individuals looking to optimize business, sport and lifestyle success through the latest performance sciences. Functioning as the Chief Performance Officer for our clients' lives, Kovacs Institute believes everyone is an athlete. Elite, youth and senior sport athletes, corporate athletes and lifestyle athletes all deserve world class training and performance services, which are now a reality at Kovacs Institute. The Institute provides a spectrum of services aimed at improving, optimizing and ultimately sustaining human, business and sport performance.

KI is located within a 20,000 square foot medical facility, including onsite physicians, chiropractic, physical therapy, full resort locker rooms, hyperbaric recovery center, full service sports performance training center as well as a research, testing and assessment lab. Founder Dr. Mark Kovacs is a performance physiologist, researcher, professor, author, speaker, trainer and coach with an extensive background training and researching elite athletes and executives. He is known as the go to expert for elite and professional athletes, corporate executives and performance artists looking for science based programming to optimize human performance, and has been called the Michael Jordan of sport science. As the CEO of the Kovacs Institute, he oversees the direction, testing protocols and athlete monitoring programs along with his staff. To learn more about Dr. Kovacs' extensive background, visit his personal website at [www.mark-kovacs.com](http://www.mark-kovacs.com).

"Elite individuals need experts to help them be the best they can be. The Kovacs Institute was established to provide elite performance sciences to optimize success in business, sport and life," commented Dr. Kovacs.

Kovacs Institute offers elite assessments and very select monthly program monitoring on an appointment basis for the Sport Athlete, Executive Athlete, Lifestyle Athlete and Tennis Athlete. Assessments are very limited, and by acceptance only. Visit [www.kovacsinstitute.com](http://www.kovacsinstitute.com) to learn more.

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