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## elete Athlete Profile: Max Ando Hirsh, Junior Tennis Player



Upcoming junior tennis player Max Ando Hirsh pictured on the court. Max relocated to Texas from New York to pursue his tennis ambitions.

Imagine for a moment leaving behind your home, your family, and your hometown which you grew up in to relocate to a different part of the country, establish a base, and begin devoting yourself body, mind and soul, to pursuing a sport for which you had participated in, practiced, and trained exhaustively. Now, imagine for a moment, doing this at the age of 16. Meet Max Ando Hirsh who is ascending rapidly through the ranks in U.S. Junior tennis while wrapping up his final year of high school. Max was born and raised in Paris, France and moved to Texas two years ago to pursue his

dream of one-day playing professionally. After residing in New York City for two years, Max recently relocated to Austin, Texas in order to devote himself full time to tennis. In between his rigorous training schedule, school studies, and cross-country relocation, **elete** caught up with Max.

### **Max, how and when did you first get involved with tennis?**

"I first started playing tennis when I was 12. I was big into different sports like baseball, cycling, and soccer. Since I grew up in Paris, football (soccer) was a big part of my life. I started playing tennis seriously at about 14 then at 16 decided to leave home and pursue my tennis dreams. Now I've been living abroad for about 3 years and am currently training in Austin, TX."

### **What are some of the recent awards you've received/current ranking?**

"I recently won my first national in Texas. It was a small one, but I managed to win my first big tournament. It helped me get into different tournaments and now my ranking is in the top 100 in the U.S. 18 and under age group."

### **What are your plans and goals for 2009?**

"For the 08-09 year I hope to play as many tournaments as possible. Since I do most of my studying from home on my computer, my big goal is to graduate in March so that I can focus on my tennis before I go to college. I think I will play a few big nationals then some pro tennis tournaments."

### **Describe your average day. What is your typical training regimen?**

"I train daily, a few hours in the morning, some weights and the usual fitness workouts."

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Everything is around my tournament schedule and school. I do school in the mornings usually and use my free time at night to finish up whatever studies I didn't finish that morning."

**In terms of nutrition, what are the indispensable items or strategies you've found are key in giving you the edge over the other tennis players?**

"My mother is a cook, so I watch my diet pretty well. Unfortunately, I was lacking in sodium and potassium and **elete** helped me. I used to cramp consistently and it would hinder my performance, and I was never sure whether or not I could go the distance. Thanks to **elete** I haven't cramped since September, and I have been able to beat higher-ranked players."

**What is the biggest factor in terms of winning a match? Likewise, what are the biggest obstacles?**

"The biggest factor in winning a match is the preparation you take before the event. Not days before, but the weeks preceding. So if I train well for two weeks, I usually end up having a good tournament. If I don't prepare well, I usually don't compete well. The usual obstacle for me is my problem with cramping. I've been to the hospitals numerous times and had to be put on an IV to re-hydrate my body."

**Interesting or little-known fact others may not know about you?**

"One of the athletes I look up to is Lance Armstrong for his perseverance and his tenacity. His attitude is amazing, and after all he has been through it is crazy to think that he still has the will to go on."

**What is your personal philosophy?**

"My personal philosophy is 'Live In The Moment.' I live by that. If you live in the moment, you can't be affected by the past, therefore you will not be worried about previous performances

rather the one you are in. In addition, the future will not bother you because the outcome doesn't matter—just what is going on in the moment.

**How did you come across elete Electrolyte Add-In?**

"I found **elete** by searching online for months. It took a while, but it seemed like it was meant to be. The first time I trained using **elete**, I felt great. I was able to play longer matches and perform under pressure."

**Describe some of the specific benefits you've noticed using elete.**

"The benefit for me is the fact that I do not cramp anymore. It is amazing what a few drops in my water can do. The fact that you don't have a sugar rush after drinking it makes it even better. It's great, and I love using it for everything and every activity."

**For the average person who participates in mild to moderate fitness activity, what would you tell them about elete?**

"**elete** isn't just for people who are high-level athletes. Anyone can benefit from the use of it. You'll be able to work out longer and you'll feel better. It's like taking vitamins that enhance your performance. It makes sure your body is at the right balance of electrolytes. It's a great product that I am proud to represent." ■