

USA Archery and MaxU Partner to Offer Access to Mental Performance Platform for all Members

USA Archery and MaxU Partner to Offer Access to Mental Performance Platform for all Members

TAMPA, FL, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- USA Archery, the national governing body for Olympic and Paralympic archery in the United States, and MaxU, the leading mental performance platform purpose-built for young athletes, today announced a landmark partnership that brings personalized mental performance training to all USA Archery members.



USA Archery + MaxU Partnership Announcement

MaxU's platform is purpose-built for athlete development from ages eight and up - delivering personalized, psychologist-curated mental performance content to every member of the USA Archery community.

Athletes are provided individualized content calibrated to their unique profile and developmental stage. Coaches, parents, officials, and volunteers receive their own curated resources designed to deepen their understanding of each athlete's mental makeup and strengthen the support system around them. MaxU is built for the whole USA Archery community. Every archer. Every role. Every stage.

MaxU aims to connect young athletes with their full potential by offering a secure and reliable platform for kids, parents, guardians, and coaches to gain insights using our exclusive technology and testing. By empowering young athletes with the ability to take immediate action, we strive to assist them in achieving their goals.

"USA Archery has spent decades building the technical infrastructure that produces world-class archers," said Mary Emmons, Interim CEO, USA Archery. "The next investment is in the mental infrastructure that lets them perform when it matters most. MaxU gives every archer in our

community access to discounted mental performance tools that will be a meaningful step forward for our sport."

Supporting mental performance is paramount to athlete development. Technical mastery takes years to build. Mental composure determines whether it shows up when it matters. MaxU is how every USA Archery athlete can help build that edge - systematically, measurably, and from the earliest stages of development.

"Archers train their technique to the highest standard in the world," said Dan Greco, Co-Founder, MaxU. "MaxU ensures their mental preparation matches that standard. We are deeply committed to every athlete in this community - from first arrow to gold medals."

The announcement builds on MaxU's expanding national footprint, including a landmark partnership with Players Health, the nation's leading youth sports safety platform serving 5.5M+ athletes, whose CEO publicly declared that mental performance belongs in the same category as a helmet or a background check.

Access USA Archery's discounted rates with MaxU.

About USA Archery:

USA Archery is the national governing body for the Olympic and Paralympic sport of archery in the United States. USA Archery provides the necessary resources to foster strong athlete participation, competition and training in the sport of archery. Membership in USA Archery is open to everyone involved in all disciplines of archery including target, field and 3-D. USA Archery sanctions more than 350 events annually and conducts indoor, outdoor and collegiate National Championships as well as the United States Archery Team Qualifier Series. USA Archery also provides youth and adult archery programs and clubs throughout the United States, and certifies archery instructors, coaches and judges. usarchery.org

About MaxU:

MaxU is the only science-backed, AI-powered mental performance platform purpose-built for young athletes ages 8 and up. Through personalized assessments and AI-guided training powered by Maxwell, MaxU aims to connect athletes with their full potential by building the confidence, resilience, focus, and composure that define elite performance - both during competition and off the field with the support of parents, guardians, and coaches. Discover MaxU at maxu.co.

Daniel D Greco II

MaxU

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932268765>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.