

East Point First City to Implement TRONUS Youth Athlete Recovery Initiative™

Historic collaboration moves from City recognition to implementation as East Point's girls flag football season begins September 12

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According to [TRONUS](#) program records, the [City of East Point Parks & Recreation Department](#) will become the first city parks and recreation department to implement the [TRONUS Youth Athlete Recovery Initiative™](#), establishing a new model for teaching young athletes that recovery deserves the same attention as training and competition.



TRONUS Co-Founder and CEO Cynthia Cureton-Robles with East Point Girls Flag Football athletes and their TRONUS Recovery Slides™ as the City prepares to implement the TRONUS Youth Athlete Recovery Initiative™.

The initiative will begin with participating athletes from the East Point Girls Flag Football Club as the season opens September 12.

“

East Point is opening a door that other communities can now walk through.”

Cynthia Cureton-Robles

On June 15, 2026, the City presented TRONUS founders Cynthia Cureton-Robles and Santia Deck with a proclamation, and the East Point City Council adopted a resolution recognizing the initiative and its mission to build better recovery habits for young athletes.

The City's official recognition is now moving from

resolution to action.

The initiative teaches five foundational recovery habits: hydrate, stretch and move, refuel, recover their feet and muscles, and sleep.

The program includes TRONUS Recovery Slides™, coach education, parent support guides and the TRONUS Recovery Hub, a digital app where athletes complete brief daily check-ins and practice recovery habits.

Athlete participation in the Recovery Hub is supported by applicable parent or guardian authorization. Individual athlete information is protected, and public program findings will be presented in aggregate.

“Being the first city parks and recreation department to implement this initiative is meaningful because it reflects how seriously we take the full development of our young athletes,” said Shellord Pinkett, Director of the City of East Point Parks & Recreation Department. “Our responsibility goes beyond giving children a place to compete. We want to give them tools that help them understand their bodies, build healthy habits, and take care of themselves on and off the field. This collaboration with TRONUS allows us to make recovery education a practical part of the youth sports experience.”

“East Point is not simply adding another program. The City is helping establish a new expectation for youth sports,” said Cynthia Cureton-Robles, Co-Founder and CEO of TRONUS. “Young athletes should be taught how to recover with the same intention used to teach them how to train and compete. By becoming the first city parks and recreation department to implement this initiative, East Point is showing communities across the country what it means to invest in the whole athlete.”

Throughout the season, coaches will reinforce body awareness, hydration, sleep, stretching and movement, refueling, foot and muscle recovery, game-day recovery and athlete responsibility.

“Our coaches and staff will help make recovery part of the routine, not something athletes only think about after they are sore or injured,” Pinkett said. “By introducing these habits early and reinforcing them throughout the season, we can help our girls become more aware, more responsible and more confident in how they care for their bodies. Just as important, families will have clear information they can use to support those habits at home.”

The East Point implementation will evaluate athlete participation, recovery-habit knowledge, coach implementation, parent engagement, and greater athlete independence.

The initiative is educational and is not medical treatment or a replacement for care from a qualified healthcare professional.

TRONUS plans to use the East Point experience and aggregated findings to help other parks and recreation departments and youth sports organizations introduce structured recovery education.

“East Point is opening a door that other communities can now walk through,” Cureton-Robles added. “Our vision is for every young athlete—regardless of zip code, sport or competitive level—to understand that training and recovery belong together.”

ABOUT TRONUS

Founded by mother-daughter duo Cynthia Cureton-Robles and Santia Deck, TRONUS is a recovery-focused footwear and athlete-development company advancing recovery through footwear, education, technology and community collaborations.

TRAIN HARD. RECOVER SMART. PLAY LONGER.

Cynthia D Cureton Robles
TRONUS FOOTWEAR LLC
+1 281-690-1947
ccuretonrobles@tronusfootwear.com

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