



Four National Youth Sports Organizations Commit to Emphasizing Character Education

STANFORD, Calif. (October 7, 2009) – Four of the largest national youth sports organizations in the U.S., American Youth Soccer Organization (AYSO); Little League Baseball and Softball; Pop Warner Little Scholars, Inc.; and US Lacrosse announced the formal adoption of Positive Coaching Alliance's Double-Goal Coach® model as a coaching method they will use and promote.

"These bold new steps by four of the nation's most influential and forward-thinking youth sports organizations clearly signal their commitment to Double-Goal Coaching – where the first goal is winning, and the second, more-important goal is teaching life lessons through sports, said Jim Thompson, Founder and Executive Director of Positive Coaching Alliance (PCA). "We are thrilled that AYSO, Little League, Pop Warner and US Lacrosse have adopted a model of coaching that will serve youth athletes on and off the field."

Leaders from each of the four organizations explained the significance of their decisions to adopt the Double-Goal Coach model.

Rick Davis, Executive Director, American Youth Soccer Organization (AYSO): "Positive Coaching has long been a principle of AYSO. The Double-Goal Coach model we are adopting as the embodiment of that principle puts specific frameworks and practices into place for the coaches who serve our 600,000-plus youth players across the U.S. In essence, we are going beyond an endorsement of Positive Coaching to a process for ensuring that Double-Goal Coaching is in effect at all AYSO practice and game fields."

Stephen D. Keener, President and CEO, Little League Baseball and Softball: "Over the past three years, Little League has been a national partner of Positive Coaching Alliance.

We are delighted to have additional tools to assist with our efforts to improve the quality of coaching and sportsmanship. The response to our Online Little League Double-Goal Coach Course has been phenomenal, and we continually incorporate more PCA materials into our website. The formal adoption of Double-Goal Coaching as Little League's preferred method is a natural next step in continuing to deliver on our organizational values of Character, Courage and Loyalty for the millions of youth we serve."

Jon Butler, Executive Director, Pop Warner Little Scholars, Inc.: "We truly believe there is more to youth sports programs than the numbers that appear on the scoreboard. Our goal is that coaches focus on keeping things positive for their young athletes, because they are in an impressionable age range, where the memories are very lasting. We feel it's very important to use the Double-Goal Coach model to keep that experience positive."

Steve Stenersen, President and CEO, US Lacrosse: "US Lacrosse became PCA's first national partner in 2001, and both of our organizations have since experienced dramatic growth. Each year, we receive a fantastic response to the PCA workshops that we fund for grassroots lacrosse organizations throughout the country. While our Coaching Education Curricula have always incorporated the Double-Goal Coach model, our formal adoption of this valuable tool further illustrates the depth of our commitment to providing the best lacrosse coaching resources available...and the best experience for youth lacrosse players attainable."

About Positive Coaching Alliance

Founded as a non-profit within the Stanford University Athletic Department in 1998, PCA has conducted roughly 6,000 live group workshops nationwide for more than 300,000 youth sports leaders, coaches, parents and athletes. Workshop attendees have helped create a positive, character-building youth sports environment for more than 3 million youth athletes.

PCA trains Double-Goal Coaches, whose first goal is winning, and whose second, more-important goal is teaching life lessons through sports. PCA workshops also help develop Second-Goal Parents, who focus on helping their children gain those life lessons.

PCA's partnership network includes more than 1,100 youth sports organizations, cities and schools. In 2009, PCA will conduct roughly 1,300 live, group workshops across the U.S., primarily near hub markets of Northern California, Southern

California, Chicago, Dallas, Hawaii, Houston, New York City and Washington, DC, while assisting thousands of other individuals via online workshops.

PCA has the support of elite coaches and athletes, including Los Angeles Lakers Head Coach Phil Jackson as PCA National Spokesperson and National Advisory Board members such as NBA Champion Coach Doc Rivers, NBA and NCAA Champion Coach Larry Brown, former senator Bill Bradley, NFL Hall of Fame Member Ronnie Lott, Olympic Swimming Gold Medalist Summer Sanders, Olympic Gold Medal Gymnasts Bart Conner and Nadia Comaneci, University of North Carolina Men's Basketball Retired Head Coach Dean Smith, and former NFL Head Coach Herm Edwards.

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