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FOR IMMEDIATE RELEASE

NY METROPOLITAN AAU AND POSITIVE COACHING ALLIANCE TEAM UP TO HELP COACHES ENHANCE YOUTH SPORTS FOR CHILDREN

FEB. 1, 2011, WEST HEMPSTEAD, NY -- As part of a targeted effort to provide the most positive environment possible for its youth athletes, NY METROPOLITAN AAU is sponsoring a coaches workshop in conjunction with Positive Coaching Alliance (PCA) on Feb. 19, 2011. PCA, a Stanford University-based non-profit organization, works with coaches, organizational leaders and parents to teach young athletes not only how to win, but also how to learn about teamwork, discipline, respect and goal-setting through their sports experience.

The two-hour session, to be given at **Island Garden Basketball Arena**, provides coaches with tools they can use to become Double-Goal Coaches™ (coaches who want to both win and develop the character of their players). "The importance of a 'team-first' attitude figures heavily in this workshop, as do messages such as fostering internal motivation and forming a partnership with players," says Jim Fox, the Director of NY Metro AAU. "It's a comprehensive session, and coaches will learn tips they can implement in their very next practice," he adds.

"Working with hundreds of youth sports organizations around the United States, we've developed practical tools and guidelines to help youth athletes, their coaches and parents realize that winning is not only reflected in game scores but also in the effort players give, the learning and improvement they achieve, and the ability they develop to bounce back from mistakes," said Jim Thompson, founder and director of Positive Coaching Alliance. "We're excited that New York Metropolitan AAU recognizes the tremendous potential sports participation offers for today's youth and is working to realize that potential by emphasizing a positive club culture for their players, coaches, and parents."

The workshop will be given Saturday, February 19, 2011, 10:00 AM, Island Garden Basketball Arena located at 45 Cherry Valley Avenue, West Hempstead, NY. All NY Metro AAU coaches are invited. NY Metro AAU is sponsoring the workshop, so admission is free. For additional information, please contact Jim Fox at 516-292-4956

About Positive Coaching Alliance

Founded as a non-profit within the Stanford University Athletic Department in 1998, PCA has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted over 9,000 live group workshops nationwide for more than 400,000 youth sports leaders, coaches, parents and athletes. Workshop attendees have helped create a positive, character-building youth sports environment for more than 3.2 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. This coaching method takes its name from “The Double-Goal Coach,” a book by PCA Founder and Executive Director Jim Thompson.

PCA’s partnership network includes more than 1,100 youth sports organizations, cities and schools. In 2011, PCA will conduct roughly 1,500 live, group workshops across the U.S., while assisting thousands of other individuals via online workshops at www.positivecoach.org.

PCA has the support of elite coaches and athletes including Los Angeles Lakers Head Coach Phil Jackson as PCA national spokesperson. Our National Advisory Board comprises luminaries from the worlds of academia, business and sports. Some of the PCA National Advisory Board members include NBA and NCAA Champion Coach Larry Brown, former senator Bill Bradley, NFL Hall of Fame Member Ronnie Lott, Olympic Gold Medalist in swimming Summer Sanders, University Of North Carolina Men's Basketball Retired Head Coach Dean Smith, Cy Young Winner Barry Zito, and ESPN Football Commentator, former NFL Head Coach Herm Edwards.

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