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ANOKA/RAMSEY BASEBALL PARTNERS WITH POSITIVE COACHING ALLIANCE

Focuses on winning and life lessons for youth athletes

A/R Baseball has established a partnership with Positive Coaching Alliance (PCA) to ensure a positive, character-building experience for all youth athletes in their program. PCA (www.PositiveCoach.org), a Stanford University-based non-profit organization, conducts workshops for coaches, organizational leaders, and parents involved in schools and sports organizations serving five-to-18-year-old athletes. PCA also provides workshops for high school athletes.

“Working with hundreds of youth sports organizations around the United States, PCA has developed practical tools and guidelines to help youth athletes, their coaches and parents get the most out of sports,”

“A/R Baseball recognizes the tremendous opportunity for character-building sports offers for today’s youth, so we are embracing PCA’s Double-Goal Coach® model, where winning is one goal and teaching life lessons is the second, more-important goal.”

“We are delighted to partner with **A/R Baseball**,” said PCA Executive Director Jim Thompson. “Together, we’ll strive to help their youth athletes take a positive approach to pursuing victories in athletic competition and in life.”

About Positive Coaching Alliance

Founded as a non-profit within the Stanford University Athletic Department in 1998, Positive Coaching Alliance (PCA) has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted nearly 9,000 live group workshops nationwide for more than 475,000 youth and high school sports leaders, coaches and parents. Workshop attendees have helped create a positive, character-building youth sports environment for roughly 3.5 million youth athletes. PCA’s partnership network includes more than 1,700 youth sports organizations, cities and schools. In 2011, PCA will conduct roughly 1,300 live, group workshops across the U.S., while assisting tens of thousands of other individuals via online workshops at www.PositiveCoach.org.

PCA trains coaches to be Double-Goal Coaches®, whose first goal is winning and whose second, more-important goal is teaching life lessons through sports.

PCA has the support of elite coaches and athletes on a National Advisory Board including Los Angeles Lakers Coach Phil Jackson, Boston Celtics Coach Doc Rivers and dozens of others.