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FOR IMMEDIATE RELEASE

**YORK COUNTY LACROSSE ASSOCIATION PARTNERS WITH POSITIVE COACHING ALLIANCE**

*Focuses on winning and life lessons for youth athletes*

February 9, 2009, York, PA– The York County Lacrosse Association (YCLA) has established a partnership with Positive Coaching Alliance (PCA) to ensure a positive, character-building experience for all youth athletes in York Adams lacrosse programs. PCA ([www.PositiveCoach.org](http://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,” said Bob Rhein, President, York County Lacrosse Association. “We recognize the tremendous opportunity for character-building that sports offer 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 the York County Lacrosse Association,” 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.”

The workshop is scheduled to begin on Sunday, February 22<sup>nd</sup>, 2009. For information about the dates and locations, please contact Bob Rhein.

**About Positive Coaching Alliance**

Since its launch in 1998, PCA has conducted thousands of live group workshops nationwide for roughly 200,000 youth sports leaders, coaches, parents and athletes, ultimately serving more than 1 million youth athletes. In 2006, PCA conducted roughly 1,200 workshops across the U.S., primarily near hub markets of Northern California, Southern California, Chicago, Hawaii, New York City and Washington, DC. PCA’s National Advisory Board comprises luminaries from the worlds of academia, business and sports, such as National Spokesperson and Los Angeles Lakers Coach Phil Jackson, 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 Kansas City Chiefs Head Coach Herm Edwards.

**About York County Lacrosse Association**

Lacrosse is the fastest growing sport in York County. Just eleven years ago, there were 25 boys playing lacrosse in the area. This spring, the YCLA anticipates nearly 2,200 boys and girls participating from grades 2<sup>nd</sup> through 12<sup>th</sup>. With the PIAA and the YAIAA offering both boys and girls lacrosse this spring, the YCLA has embraced the PCA model again this year to help lacrosse coaches improve their communication and leadership skills both on and off the field. With nearly 150 coaches participating representing 50 teams from the York Adams area, the impact will be immediate and will build a strong foundation for future growth.

For more information about the YCLA, please visit [www.yorkcountylacrosse.org](http://www.yorkcountylacrosse.org).

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