



Contact:  
David Jacobson, Positive Coaching Alliance  
Phone: 650-210-0804  
E-mail: [david\\_jacobson@positivecoach.org](mailto:david_jacobson@positivecoach.org)

Contact:  
Bob Rhein, YCLA  
Phone: (717) 577-1600  
Email: [brhein@pennair.com](mailto:brhein@pennair.com)

***For Immediate Release***

**York County Lacrosse Association Earns Positive Coaching Alliance  
Seal of Commitment for 2009**

*Recognition for providing youth athletes a positive, character-building experience*

March 2009, Stanford, CA – **The York County Lacrosse Association (YCLA)** has earned the Positive Coaching Alliance **Seal of Commitment** for 2009. PCA bestows this prestigious national honor only upon youth sports organizations and schools that officially commit to providing youth athletes a positive, character-building experience by requiring every coach to be trained and certified as a Double-Goal Coach™.

“A Double-Goal Coach strives not only to win (goal #1), but also to use sports to teach life lessons,” said Jim Thompson, PCA’s founder and executive director. “Likewise, PCA’s Seal of Commitment helps ensure that the York County Lacrosse Association provides all of its youth athletes with a positive, character-building experience.”

“The York County Lacrosse Association certified 123 Double-Goal Coaches, serving 2,200 youth athletes”, said Bob Rhein, YCLA President. “Earning PCA’s Seal of Commitment reinforces our dedication to focus on the best interests of our youth athletes. It takes work to get coaches certified, but we owe it to the families participating in our programs to provide the best experience possible. Our Board of Directors (all 14 Clubs) agreed unanimously that every head coach and every assistant coach who stands in the coach’s box this spring would be certified through PCA.”

For a list of youth sports organizations nationwide that have earned PCA’s Seal of Commitment, please visit <http://www.positivecoach.org/commitment.aspx>.

**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 roughly 6,000 live group workshops nationwide for more than 300,000 youth and high school 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's partnership network includes more than 1,100 youth sports organizations, cities and schools. In 2008, 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](http://www.PositiveCoach.org).

PCA workshops train coaches to be Double-Goal Coaches<sup>®</sup>, whose first goal is winning and whose second, more-important goal is teaching life lessons through sports. PCA sports parent workshops cultivate "Second-Goal Parents," who focus on life lessons through sports. PCA student-athlete workshops produce "Triple-Impact Competitors," who work to improve themselves, their teammates, and their sport as a whole.

PCA has the support of elite coaches and athletes on our National Advisory Board (<http://www.positivecoach.org/advisoryboard.aspx>), including National Spokesperson, Los Angeles Lakers Coach Phil Jackson.

#### ***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 125 coaches participating representing 54 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).