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STANTON-NEWPORT LITTLE LEAGUE PARTNERS WITH POSITIVE COACHING ALLIANCE

Focuses on winning and life lessons for youth athletes

Stanton-Newport Little League has established a partnership with Positive Coaching Alliance (PCA) to ensure a positive, character-building experience for all youth athletes in Stanton-Newport Little League programs. 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,” **said Steven Gore, President, Stanton-Newport Little League.** “We recognize 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 **Stanton-Newport Little League**,” 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 workshops are scheduled to begin in March. For information about the dates and locations, please contact Steven Gore or visit our web site at www.teamz.com/snll.

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 will conduct 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 Stanton-Newport Little League

The Stanton-Newport Little League is located in Northern Delaware and has a league area encompassing the Village of Stanton, the Town of Newport and their surrounding areas. Our playing complex is located behind Stanton Middle School off Limestone Road (State Rte 7). Our league is part of Little League Delaware District 2 (New Castle County above the C&D Canal), which consists of 11 leagues, and is chartered through Little League International, headquartered in Williamsport, PA. For more information about Stanton-Newport Little League, please visit our web site at www.eteamz.com/snll.