**MEDIA ADVISORY**

[Insert Date]

CONTACTS:

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Or

[Primary Contact], [Partner Organization]

[Phone Number]; [Email Address]

# **[Organization Name] Partners with Positive Coaching Alliance to Benefit Youth Athletes**

# **[Location] – [Organization] has established partnership with Positive Coaching Alliance (PCA), a national non-profit working to provide all youth and high school athletes a positive, character-building sports experience.**

The partnership provides [Organization] access to PCA’s training for coaches, sports parents, student-athletes, and administrators, through live group workshops, online courses, and additional online resources, such as follow-up tips and reminders for using sports as a positive youth development tool.

PCA has partnered with roughly 3,500 schools, districts, conferences, youth sports organizations, and park-and-rec departments to create a Development Zone® culture, with the goal of using youth and high school sports to create a positive youth sports experience. "We look forward to working with [Organization] to create the best possible sports experience for their student-athletes,” said Positive Coaching Alliance President Jason Sacks. “We appreciate the district leadership making a positive high school sports experience a priority for all involved, including student-athletes, coaches, and parents. When sports are done right, we know it can be an amazing opportunity not only to strive to win but more importantly, teach life lessons that will stay with our youth long after their playing days are over.”

[Partner Quote]

For information about the dates and locations, please contact [Contact & Title] at [Contact’s Email Address]

**About Positive Coaching Alliance**

PCA’s mission is to change the culture of youth sports so that every child, regardless of social or economic circumstance, has access to a positive youth sports experience. For more information, go to [positivecoach.org](http://positivecoach.org/)

For more information about [Organization], please visit [Organization’s website].

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