



CAL NORTH

California Youth Soccer Association

News Release

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FOR IMMEDIATE RELEASE

Cal North Partners with Positive Coaching Alliance to Provide Coach and Parent Educational Resources

California Youth Soccer Association (Cal North) is excited to announce our recent partnership with Positive Coaching Alliance (PCA). This partnership will provide Cal North administrators, coaches and parents discounted access to their own PCA Partnerships, including live group workshops and online courses for coaches, parents, organizational leaders and teen athletes.. Workshops, online courses and follow-up web-based continuing education incorporate audio-video material from such soccer stars as Brandi Chastain, Rick Davis, Joy Fawcett, Julie Foudy, and Alexi Lalas, who all serve on PCA's National Advisory Board..

The Double-Goal Coach® course, which numerous youth soccer clubs use to train coaches, provides specific tips and techniques from leading researchers in sports and educational psychology, allowing coaches to get the best out of athletes in sports and in life.

The Second-Goal Parent® course is for parents who want to help their children get the most from the youth sports experience. The course provides interactive tips and techniques for parents to use in talking with their children on game day, developing a productive parent-coach relationship and becoming effective and positive supporters on the sidelines.

"It is especially nice when we have a chance to partner with companies right here in our own backyard! PCA is a leader in impacting youth sports through positive education of coaches and parents, and we are thrilled to take this next step together," said Dave Mann, Executive Director of Cal North. "This new partnership will help coaches and parents apply these lessons in ways they perhaps had not thought about previously."

Added Brian Watson, Partnership Manager for PCA-Bay Area: "PCA and Cal North are a natural fit for each another. It is very important for PCA to align with organizations as well-respected as Cal North. We couldn't be prouder to announce this new partnership, which will indeed be a win-win for both sides."

Cal North member leagues are encouraged to take advantage of this outstanding member benefit and start preparing for the 2012 Fall Season by visiting www.positivecoach.org/our-work/request-more-info/.

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About California Youth Soccer Association – Cal North is the largest state organization within the US Youth Soccer Association. Cal North registers more than 180,000 players annually, ages 5 to 19, and over 35,000 administrators, coaches and volunteers in 128 member leagues of registration. Cal North is dedicated to assisting parents in developing youth as individuals and not just soccer players in a fun, safe and healthy environment for players at every level of the game. For more information, visit www.cysanorth.org.

About Positive Coaching Alliance - Positive Coaching Alliance (PCA) is a non-profit organization dedicated to developing "Better Athletes, Better People.". PCA workshops and online courses nationwide have trained more than 675,000 youth and high school sports coaches, parents, organizational leaders and student-athletes, impacting more than 4.5 million youth. Soccer luminaries who contribute ideas to the coursework and other PCA outreach as members of PCA's National Advisory Board include Brandi Chastain, Rick Davis, Joy Fawcett, Julie Foudy, Alexi Lalas, Kristine Lilly, and Claudio Reyna. For more information, www.positivecoach.org

