



NORTHWEST BERGEN SOCCER ASSOCIATION PARTNERS WITH POSITIVE COACHING ALLIANCE

Focuses on winning and life lessons for youth athletes

Northwest Bergen Soccer Association has established a partnership with Positive Coaching Alliance (PCA) to ensure a positive, character-building experience for coaches, parents, officials, and youth athletes within our league. We recognize the incredible long-lasting impact that soccer can have upon today's youth and so we are embracing the Double-Goal Coach® model, where winning is the first goal and teaching life lessons is the second more important goal. Each coach will be certified through a PCA live workshop course featuring nationally recognized coaches and athletes such as Julie Foudy, Phil Jackson, Doc Rivers, and Herm Edwards.

There will be seven opportunities in the area for coaches to attend throughout the summer and early fall that feature easy-to-use tips and tools to help you put positive coaching practices to work right away!

About Positive Coaching Alliance

Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, leaders and student-athletes. In addition to workshops, PCA provides hundreds of free audio-video and printable tips and tools at PCADevZone.org. Founded as a non-profit within the Stanford University Athletic Department in 1998, PCA is committed to providing all youth and high school athletes a positive, character-building youth sports experience. To that end, PCA has conducted more than 20,000 live group workshops nationwide this year and impacted more than 14.2 million youth since 1998. You can learn more about PCA at www.positivecoach.org.

PCA workshops and resources strive to establish these prevailing models in youth sports:

- The **Double-Goal Coach®**, whose first goal is winning, and whose second, more-important goal is teaching life lessons through sports
- The **Second-Goal Parent®**, who concentrates on life lessons, while letting coaches and athletes focus on competing
- The **Triple-Impact Competitor®**, who strives to impact sport on three levels by improving oneself, teammates and the game as a whole