



**BETTER ATHLETES  
BETTER PEOPLE**



FOR IMMEDIATE RELEASE

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### **Pottsgrove Soccer Club Partners with Positive Coaching Alliance to Benefit Youth Athletes**

January 22, 2017, – The Pottsgrove Soccer Club has established a partnership with Positive Coaching Alliance (PCA), a national non-profit developing “Better Athletes, Better People” by working to provide all youth and high school athletes a positive, character-building sports experience.

The partnership provides the Pottsgrove Soccer Club access to PCA’s training for coaches, sports parents, student-athletes and administrators, comprising live group workshops, online courses, books by PCA Founder Jim Thompson and additional online resources, such as e-mailed follow-up tips and reminders.

PCA has partnered with roughly 3,000 youth sports organizations, schools, districts, conferences, and park-and-rec departments to create a Development Zone™ culture, where the goal is using youth and high school sports to develop Better Athletes, Better People, Thompson said. “We look forward to working with the Pottsgrove Soccer Club to create the best possible experience for the youth athletes. Our research-based materials combine the latest in sports psychology, education and practical advice from top pro and college coaches and athletes that help improve athletic performance while also ensuring kids take life lessons from sports that will help them throughout the rest of their lives.”

The Pottsgrove Soccer Club looks forward to continuing reinforcement of the ideals of player and personal development over winning at all costs. Our goal is to embrace, promote, and foster a positive culture where our youth athletes can succeed and continue to grow not only their skills and love the beautiful game of soccer, but developing as better people in our community. We as administrators, coaches, and parents alike are all committed to helping our youth understand the many invaluable life lessons that can be learned thru their experience with youth soccer.

#### **About Positive Coaching Alliance**

Positive Coaching Alliance (PCA) develops **BETTER ATHLETES, BETTER PEOPLE** through resources for youth and high school sports coaches, parents, administrators and student-athletes.

In addition to hundreds of free audio-video and printable tips and tools at [www.PCDevZone.org](http://www.PCDevZone.org), PCA has partnered with roughly 3,000 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a positive, character-building youth sports culture.

PCA workshops and courses, which have impacted more than 7.5 million youth through 2016, strive to transform high school and youth sports into a Development Zone™, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

- The Double-Goal Coach®, who strives to win while also pursuing the more important goal of 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.

PCA gains support from a [National Advisory Board](#), including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.

### **About the Pottsgrove Soccer Club**

The goal of PSC is to promote, foster and perpetuate non-profit, public, developmental soccer on the youth level and to provide competition for its teams to play the game in accordance with the high standards of good sportsmanship and fair play.

Pottsgrove Soccer Club strives to provide recreational and competitive travel league soccer for residents of Lower, Upper and West Pottsgrove Townships, as well as Pottstown and surrounding communities. Pottsgrove Soccer is open to anyone wishing to participate.

PSC is governed by an elected Board of Directors holding regular monthly meetings the first Monday of each month (7:00 PM in the Pottsgrove Middle School Library).

For more information about the Pottsgrove Soccer Club, please visit [www.pottsgrovesoccer.com](http://www.pottsgrovesoccer.com)