



FOR IMMEDIATE RELEASE

CONTACTS:

David Jacobson, Positive Coaching Alliance  
Tel: 650-210-0808  
E-Mail: [david\\_jacobson@positivecoach.org](mailto:david_jacobson@positivecoach.org)

### **Ohio North Partners with Positive Coaching Alliance to Benefit Youth Athletes**

*July 1, 2015, Brecksville, OH* – Ohio North Youth Soccer Association (Ohio North) has established a 3-year 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 Ohio North 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 Ohio North 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.”

“We are excited to be the first US Youth Soccer State Association to partner with PCA,” said Ohio North President Paul R. Emhoff. “Our state association will be providing five workshops each year across northern Ohio for our member clubs and leagues, taking the initiative to provide more meaningful soccer experiences for players, coaches, parents, referees, and volunteers.”

The workshops will be scheduled to begin this fall season. For information about the dates and locations, please contact Tom Turner, Ohio North Director of Coaching.

#### **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 2014, 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 Ohio North***

Ohio North Youth Soccer, formed in 1974 as Ohio Youth Soccer Association-North (Ohio North), is a member of the [U.S. Soccer Federation \(USSF\)](#) and [US Youth Soccer](#), and is officially recognized as the sanctioned youth soccer organization for northern Ohio. It is a not-for-profit Ohio corporation, allowing tax deductible donations and contributions to the fullest extent of the law. Ohio North has a current membership base of over 46,000 youth players, 4,000 active coaches, 800 referees and thousands of volunteers through its network of over 80 affiliate and associate member leagues/clubs.

Ohio North is organized to provide nonprofit, public, educational soccer development and competition. Its leadership is comprised of a volunteer Board of Directors who represent the entire membership and four districts across the state. The organization currently has a professional staff of five employees working out of the State Association Office located in Brecksville, Ohio.

For more information about [Ohio North](#), please visit [www.ohionorthsoccer.org](http://www.ohionorthsoccer.org).

###