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For Immediate Release

SCAA Lacrosse Earns Positive Coaching Alliance Seal of Commitment for 2008

Recognition for providing youth athletes a positive, character-building experience

March 5, 2008 Stanford, CA – **SCAA Lacrosse** has earned the Positive Coaching Alliance *Seal of Commitment* for 2007. PCA bestows this prestigious national honor only upon youth sports organizations and schools that officially commit to providing youth athletes a positive, character-building experience by requiring every coach to be trained and certified as a Double-Goal Coach™.

“A Double-Goal Coach strives not only to win (goal #1), but also to use sports to teach life lessons,” said Jim Thompson, PCA’s founder and executive director. “Likewise, PCA’s Seal of Commitment helps ensure that SCAA Lacrosse provides all of its youth athletes with a positive, character-building experience.”

SCAA Lacrosse boasts fourteen certified Double-Goal Coaches, serving 146 youth athletes, said Wes Speer, Commissioner “Earning PCA’s Seal of Commitment reinforces our commitment to focus on the best interests of our youth athletes. It takes work to get coaches certified, but we owe it to the families participating in our programs to provide the best experience possible.”

For a list of youth sports organizations nationwide that have earned PCA’s Seal of Commitment, please visit <http://www.positivecoach.org/commitment.aspx>.

About Positive Coaching Alliance

Positive Coaching Alliance (PCA) is a Stanford University-based non-profit dedicated to transforming youth sports so sports can transform youth. Since 1998, PCA has conducted thousands of workshops nationwide for youth sports leaders, parents, coaches and athletes in an effort to ensure a youth sports culture that delivers a positive, character-building experience. Espousing Double-Goal Coach techniques – where the first goal is winning and the second, more important goal is teaching life lessons through sports – PCA has garnered support from National Advisory Board members Phil Jackson, Larry Brown, Doc Rivers, Dean Smith, Herm Edwards, Bill Walsh, Barry Zito, Alexi Lalas, Joy Fawcett, Bart Conner, Nadia Comaneci and other noted athletes, coaches, and academic and business leaders.