



## **FAST BREAK BASKETBALL AND POSITIVE COACHING ALLIANCE TEAM UP TO HELP ENHANCE YOUTH SPORTS FOR CHILDREN**

December 13, 2009, East Brunswick, NJ -- As part of a targeted effort to provide the most positive environment possible for its youth athletes, Fast Break Basketball Association (FBBA) is pleased to announce its partnership with Positive Coaching Alliance (PCA). PCA, a Stanford University-based non-profit organization, works with organizational leaders, coaches and parents to more effectively teach young athletes not only how to win, but also how to learn about teamwork, discipline, respect and goal-setting through their sports experience.

Fast Break will be sponsoring a series of three, two-hour workshops. The first workshop is designed to help FBBA leaders and board members, create an organizational culture that is conducive to positive coaching both short- and long-term. "Such a culture encourages players to win and give their best effort, but also teaches players positive character traits that will help them be successful in life," says Howard Alexander, President. "It establishes clear expectations for coaches, parents and players for proper behavior at practices and games, as well as specific consequences when such expectations are not met," he adds.

The second workshop is designed to provide FBBA coaches with tools they can use to become Double-Goal Coaches™ (coaches who want to both win and develop the character of their players). "The importance of a 'team-first' attitude figures heavily in this workshop, as do messages such as fostering internal motivation and forming a partnership with players. "It's a comprehensive session, and coaches will learn tips they can implement in their very next practice," Alexander adds.

The third workshop, teaches FBBA parents how to help their kids get the most out of their sports experience. "It addresses how parents can help FBBA coaches and league administrators establish and maintain a positive competitive environment," says Alexander. "The workshop also gives parents tips for discussing occurrences in college and professional sports with their kids to bring out life lessons."

"Working with hundreds of youth sports organizations around the United States, we've developed practical tools and guidelines to help youth athletes, their coaches and parents realize that winning is not only reflected in game scores but also in the effort players give, the learning and improvement they achieve, and the ability they develop to bounce back from mistakes," said Jim Thompson, founder and director of Positive Coaching Alliance. "We're excited that Fast Break Basketball recognizes the tremendous potential sports participation offers for today's youth and is working to realize that potential by emphasizing a positive club culture for their players, coaches, and parents."

We are excited about the partnership with PCA and look forward to providing the members of the Fast Break community the opportunity to support the organizations principles - promoting good sportsmanship, the value of hard work, respect of teammates and coaches, and confidence in oneself, says Alexander.

The first workshop for FBBA Board members and officers will be given on Tuesday, January 5, 2010, from 7:30-9:30pm at the East Brunswick Public Library, 2 Jean Walling Civic Center, East Brunswick, NJ. All

Fast Break Basketball Board members and Officers are invited. For additional information, please contact Michael Katz, VP of Alliance Training or Howard Alexander, President.

Date, time and location for the Coach and Parent workshops will be announced shortly.

#### ***ABOUT POSITIVE COACHING ALLIANCE***

Founded as a non-profit within the Stanford University Athletic Department in 1998, Positive Coaching Alliance (PCA) has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted roughly 6,000 live group workshops nationwide for more than 300,000 youth and high school sports leaders, coaches, parents and athletes. Workshop attendees have helped create a positive, character-building youth sports environment for more than three million youth athletes.

PCA’s partnership network includes more than 1,100 youth sports organizations, cities and schools. In 2008, PCA will conduct roughly 1,500 live, group workshops across the U.S., while assisting thousands of other individuals via online workshops at [www.PositiveCoach.org](http://www.PositiveCoach.org).

PCA workshops train coaches to be Double-Goal Coaches<sup>®</sup>, whose first goal is winning and whose second, more-important goal is teaching life lessons through sports. PCA sports parent workshops cultivate “Second-Goal Parents,” who focus on life lessons through sports. PCA student-athlete workshops produce “Triple-Impact Competitors,” who work to improve themselves, their teammates, and their sport as a whole.

PCA has the support of elite coaches and athletes on our National Advisory Board (<http://www.positivecoach.org/advisoryboard.aspx>), including National Spokesperson, Los Angeles Lakers Coach Phil Jackson.

#### ***ABOUT FAST BREAK BASKETBALL***

Fast Break Basketball Association, founded in 1996, is a 100% volunteer based 501(c)(3) organization. We are a proud member of the East Brunswick Coalition of Athletic Organizations, and is recognized and supported, in part, through an indirect grant from the Township of East Brunswick Recreation and Parks Department.

FBBA provides basketball programs for children in five divisions: 1) Co-ed Recreational 2<sup>nd</sup>- 12th grade; 2) Girls Only Recreational 2<sup>nd</sup> - 10th grade; 3) Buddy Ball (for children and young adults with special needs)/PALs; 4) Travel; and 5) AAU. Fast Break also offers High School students two avenues to earn community service credit serving as PALs in our award winning Buddy Ball program, or as Official Game Scorer in our recreation program. These programs have grown to over 1,100 children today.

Fast Break Basketball is dedicated to teaching the fundamental skills of basketball, and creating a fun and safe environment for all who participate.

For more information about Fast Break Basketball, please visit [www.fastbreakbasketball.org](http://www.fastbreakbasketball.org).

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