



**Contact:**

Shannan Dunleavy  
[shannandunleavy@aol.com](mailto:shannandunleavy@aol.com)

David Jacobson, Positive Coaching Alliance  
[david\\_jacobson@positivecoach.org](mailto:david_jacobson@positivecoach.org)

FOR IMMEDIATE RELEASE

**REDWOOD CITY GIRLS SOFTBALL LEAGUE PARTNERS  
WITH POSITIVE COACHING ALLIANCE**

*FOCUSES ON WINNING AND LIFE LESSONS FOR YOUTH ATHLETES*

**Monday, December 10, 2007 – Redwood City, CA** – Redwood City Girls Softball League (RCGSL) has established a partnership with Positive Coaching Alliance (PCA) to ensure a positive, character-building experience for all youth athletes in RCGSL programs. PCA ([www.PositiveCoach.org](http://www.PositiveCoach.org)), a Stanford University-based non-profit organization, conducts workshops for coaches, organizational leaders, and parents involved in schools and sports organizations serving five-to-18-year-old athletes.

“Working with hundreds of youth sports organizations around the United States, PCA has developed practical tools and guidelines to help youth athletes, their coaches and parents get the most out of sports,” said Steve Chandler, President, RCGSL. “We recognize the tremendous value that character-building sports programs offer today’s young athletes, so we are embracing PCA’s Double-Goal Coach™ model, where winning is one goal and teaching life lessons is the second, more-important goal.”

“We are delighted to partner with the Redwood City Girls Softball League,” said PCA Executive Director Jim Thompson. “Together, we’ll strive to help their youth athletes take a positive approach to pursuing victories in athletic competition and in life.”

The workshops are scheduled to begin in late January. For information about the dates and locations, please contact Shannan Dunleavy, Director of Community Relations, RCGSL, [shannandunleavy@aol.com](mailto:shannandunleavy@aol.com).

**About Positive Coaching Alliance**

Since its launch in 1998, PCA has conducted thousands of live group workshops nationwide for roughly 200,000 youth sports leaders, coaches, parents and athletes, ultimately serving more than 1 million youth athletes. In 2007, PCA conducted roughly 1,200 workshops across the U.S., primarily near hub markets of Northern California, Southern California, Chicago, Hawaii, New York City and Washington, DC. PCA’s National Advisory Board comprises luminaries from the worlds of academia, business and sports, such as National Spokesperson and Los Angeles Lakers Coach Phil Jackson, NBA and NCAA Champion Coach Larry Brown, former senator Bill Bradley, NFL Hall of Fame Member Ronnie Lott, Olympic Gold Medalist in Swimming Summer Sanders, University of North Carolina Men’s Basketball Retired Head Coach Dean Smith, Cy Young winner Barry Zito, and Kansas City Chiefs Head Coach Herm Edwards.

**About Redwood City Girls Softball League**

Founded in 2006, the Redwood City Girls Softball League is a non-profit, tax-exempt corporation whose purpose is to provide educational, character, and self-esteem building programs for the benefit of the community through teaching and promoting in the game of softball, particularly among girls ages 5 thru 14. For more information about RCGSL, please visit <http://www.rcgsl.org>.