



**BETTER ATHLETES  
BETTER PEOPLE**



FOR IMMEDIATE RELEASE

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Central League Soccer Partners with Positive Coaching Alliance to Benefit Youth Athletes

September 15, 2018, Wayne, PA- Central League Soccer (CLS) 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 CLS and all of its Member Clubs with access to PCA's training for coaches, sports parents, student-athletes and administrators, comprising live group workshops, online courses, and additional online resources, such as e-mailed follow-up tips and reminders.

PCA has partnered with roughly 3,500 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, PCA founder Jim Thompson said. "We look forward to working with Central League Soccer 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."

This Fall, CLS is entering its seventh season and it continues to find new and innovative ways to differentiate itself from other travel soccer leagues. Since its origins in 2012, CLS has always sought new ways to enhance the experience for its member clubs, families, players and officials. "Partnering with PCA is a natural fit for CLS. We have always had our primary focus on what was in the best interest of the players and PCA's Development Zone™ culture goes hand in hand with our approach" said Jeremy Brodovsky, Director of Operations, Central League Soccer.

CLS is the only travel league in Eastern Pennsylvania Youth Soccer to be partnered with PCA. Additionally, CLS has never posted standings for teams at ages U12 or younger allowing coaches, parents and players to focus on developing as opposed to the scoreboard.

### **About Central League Soccer**

Central League Soccer is a player and club centric travel league that works to minimize travel times for families and focus on player development at all ages. With a motto of “more soccer...less travel”, Central League Soccer has created a more sensible development model for youth soccer. Founded in 2012 by six like-minded soccer clubs, Central League Soccer has grown to over thirty clubs for both boys and girls playing Fall, Winter and Spring seasons. With a player and family friendly environment, Central League Soccer encourages boys and girls to strive for excellence while playing soccer without the pressures or inconvenience of spending hours in the car to get to a game.

For more information please go to [www.centralleague.org](http://www.centralleague.org).

### **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 more than 1,800 free multimedia tips and tools at [www.PCADevZone.org](http://www.PCADevZone.org), PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver more than 20,000 live group workshops, along with 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 resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a Development Zone® culture, 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.

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