

## FOR IMMEDIATE RELEASE

### PHA Icemen and Pittsburgh Yetis Partner with Positive Coaching Alliance to Benefit Youth Athletes

Mar 2, 2022, Valencia, Pa – The PHA Icemen and Pittsburgh Yetis have established a 2-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 PHA Icemen and Pittsburgh Yetis access to PCA’s training for coaches, sports parents, student-athletes and administrators, through live group workshops, online courses, books by PCA Founder Jim Thompson, and additional online resources, such as 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<sup>®</sup> culture, where the goal is using youth and high school sports to develop Better Athletes, Better People. PCA ‘s research-based materials combine the latest in sports psychology, education, and practical advice from top professional 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.”

*“Better Athletes, Better People”*

There will be a workshop scheduled in August and early September. More information to come.

### About Positive Coaching Alliance

Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through workshops and resources for youth and high school sports coaches, parents, administrators and student-athletes. When sports are done right, sports teach. PCA ensures sports are ‘done right’ with programming that is research-based and designed to have impact at three levels in a youth sports organization or school:

- YOUTH experience improved life skills and character development.
- COACHES become more positive and increase their focus on using sports to teach life lessons.
- YOUTH SPORTS ORGANIZATIONS AND SCHOOLS see their cultures become more positive and everyone involved has more fun.

Since 1998, PCA has reached thousands of organizations around the country, and affected millions of youth athletes. As a nationwide non-profit with **18 chapters**, PCA has partnered with roughly **3,500** schools and youth sports organizations nationwide to deliver more than 20,000 live group workshops, reaching **over 20 million** youth in 20 years of work. In addition to PCA’s live workshops, PCA also offers online courses and has **over 2,000** multimedia tips and tools for coaches, parents, athletes, and leaders available free of charge on PCADevZone.org.

Through the years, PCA’s work has been recognized on a national stage. For 2 years, PCA was the nonprofit partner for FOX Sports Supports, earning free airtime during coverage of **Super Bowl XLI**.

Each year, PCA selects only 50 coaches out of thousands of nominations from across the US with the National Double-Goal Coach® Award, presented by TeamSnap. These coaches are recognized at PCA's annual benefit, the National Youth Sports Awards & Benefit. In 2019, the first-ever Coach Grand-Prize Winner was also honored on ABC's Good Morning America as a 'Hometown Hero.'

Finally, 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. PCA is proud to partner with the Boys & Girls Club, National Basketball Association, Major League Baseball and over 35 professional teams across the United States.

For more information about PHA Icemen and Pittsburgh Yetis, please visit [www.yetisicemen.com](http://www.yetisicemen.com).