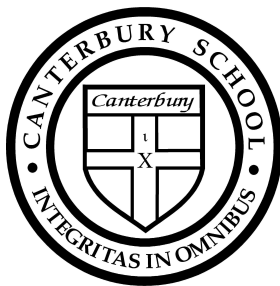


SPORTS NEWS



Canterbury School

3210 Smith Road
Fort Wayne, Indiana 46804
www.canterburyschool.org

MEDIA MAY CONTACT:

Brian Greer, Sports Information Director
(260) 436-0746, Ext. 3055
bgreer@canterburyschool.org

Karen Belcher, Publications Director
(260) 437-8786, Ext. 2033
kbelcher@canterburyschool.org

Canterbury School Wins Positive Coaching Alliance's National Honoring the Game Award

December 14, 2009, Stanford, CA – For its outstanding work in creating a positive environment for youth athletes, Ft. Wayne, Ind.'s Canterbury School has earned Positive Coaching Alliance's coveted Honoring the Game Award.

The award goes to schools or organizations serving athletes of high school age or younger that embody Positive Coaching Alliance (PCA) principles in using sports to teach life lessons. Award-winning organizations embrace Double-Goal Coaching® -- in which the first goal is winning, and the second, more-important goal is teaching life lessons through sports -- as well as Second-Goal Parenting™, in which sports parents focus on helping youth athletes learn life lessons.

"Winning an Honoring the Game Award is an amazing achievement because of the amount of work it takes to establish and maintain a positive culture in the face of so many negative influences," said Jim Thompson, PCA's founder and executive director. "While we honor the youth sports leaders, the real winners are the youth athletes and families who benefit from a positive sports culture."

Canterbury serves students in grades pre-K-12 and has earned the award for its high school sports program, which has steadily improved its scoreboard success since partnering with PCA in 2007. More importantly, said Athletic Director Ken Harkenrider, the PCA partnership provides a framework for tremendous personal growth opportunities among Canterbury athletes.

"We do pre-game public address announcements, where an athlete might say, 'I'm about to play my hardest, and I hope you will support us positively.' It takes the right kid to do that, someone who won't get nervous or distracted from the upcoming game...a player of the highest character. And it's a real eye-opener for parents and other fans to see a player with that kind of *chutzpah*."

Among Canterbury's credentials that earned the Honoring the Game Award:

- earning PCA's Seal of Commitment for pledging that all of its coaches are trained and certified as Double-Goal Coaches.
- placing PCA sportsmanship messages in the school's handbook for sports parents, on stickers affixed to popcorn bags at sports events, and on the school's website
- giving all parents a copy of Thompson's book, *The High School Sports Parent*.

The Honoring the Game Award is part of PCA's National Youth Sports Awards Program sponsored by Deloitte.

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 7,000 live group workshops nationwide for more than 400,000 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 3 million youth athletes.

PCA's partnership network includes more than 1,700 youth sports organizations, cities and schools. PCA annually conducts roughly 1,300 live, group workshops across the U.S., while assisting thousands of other individuals via online workshops at www.PositiveCoach.org.

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

#

Canterbury School, founded in 1977, is an independent, coeducational day school offering a college-preparatory education to students age 2 through Grade 12. Canterbury seeks to enroll students of all races, colors, religions and national or ethnic origins.