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Hingham Sports Partnership to host Positive Coaching Alliance Workshop for Parents of Athletes

Hingham, MA– [Positive Coaching Alliance \(PCA\)](#) returns to Hingham on Wednesday, March 14th at 7pm at the Hingham Middle School for its first workshop in town dedicated solely to parents of athletes. PCA has conducted workshops for the town’s sports leadership, as well as its coaches over the past year, and will now be offering its Second-Goal Parent Workshop for the community.

This workshop is designed for parents of athletes who want their child to excel on the field, while taking advantage of the endless procession of life lessons that sport provides. Did you know that over 70% of youth playing sports at the age of 10 quits before the age of 13? This interactive workshop is not a “how to parent” discussion, but rather, an opportunity to hear the latest research and hear from experts in the field of youth sports on how parents can help their child stay in the game and consequently use sports as a platform to grow as a person.

PCA is a national non-profit founded out of Stanford University and is dedicated to the mission of developing “Better Athletes, Better People” by working to provide all youth athletes a positive, character-building sports experience. There are nearly 20 chapters across the country with one the largest chapters right here in New England.

PCA will conduct their signature live parent workshop on March 14th entitled: **Second-Goal Parent: Developing Winners in Life Through Sports** for all parents who have a child playing sports in the town of Hingham.

The partnership also provides coaches online access to PCA’s training for coaches as well as in-season e-mailed follow-up tips and reminders to help coaches succeed in their important position as a coach.

PCA has partnered with roughly 3,500 youth sports organizations, schools, districts, conferences, and park-and-rec departments to create a Development ZoneTM culture, where the goal is using youth and high school sports to develop Better Athletes, Better People.

PCA's Founder Jim Thompson said. "We look forward to working with Hingham Sports Partnership 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."

To learn more about PCA, please visit their [website](#) and learn more about the [Power of Positive](#).

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 hundreds of free audio-video and printable tips and tools at www.PCDevZone.org, PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver live group workshops, 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 workshops and courses, which have impacted more than 8.8 million youth through 2017, strive to transform high school and youth sports into a Development Zone™, 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.