



**Dimond High School Volleyball Program** partners with Positive Coaching Alliance to Benefit Youth Athletes. We have established a **yearly** 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.

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, Thompson said. “We look forward to working with the **Dimond Volleyball Program** 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.”

### **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.