



Institute for Sport Coaching

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NEWS RELEASE

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Institute Leader Joins Up2Us and National Anti-Youth-Obesity Movement

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For immediate release

ACTON, Mass. – Christopher Hickey, Executive Director, Institute for Sport Coaching, has joined the Volunteerism Committee of the new Up2Us sports-based youth development coalition. “We are very pleased to have such an innovative leader in sport coaching education such as Chris become part of the Up2Us movement. Chris will play a vital role in ensuring Up2Us programs meet the standards for recruiting and training youth sport coaches,” stated Paul Caccamo, Up2Us Executive Director.

Up2Us was formed in January 2008 and now has more than 80 youth development organizations that serve at-risk youth, linked together to create a national umbrella organization whose purpose is to increase the size and scope of sports programs that fight childhood obesity. Up2Us is leveraging resources to engage millions of children in organized athletic programs that promote health, nutrition and fitness, as well as other youth development outcomes. The initiative will also call on all Americans young and old to volunteer as coaches and assistant coaches at nearby schools and community centers where children desperately need adult volunteers to inspire healthier lifestyles.

The Up2Us Volunteerism Committee is assisting Nick Beckman, the Up2Us National Director of Volunteerism, in developing a national network to recruit, train, and place volunteers in Up2Us member organizations.

Hickey, also a member of the National Coalition for Accreditation of Coaching Education (NCACE) Board of Directors, is a leader in sport coaching education and has led the Institute since its inception in 2003.

---Institute for Sport Coaching---

The Institute for Sport Coaching, headquartered in Acton, MA, is a national, non-profit 501(c) 3 organization dedicated to developing and delivering educational experiences and leadership tools critical to the advancement and improvement of sport coaches in the United States. The Institute develops and nurtures professional, intercollegiate, interscholastic and youth sport coaches, and prepares them to provide positive experiences in sport and teach life skills to athletes. The Institute’s goals include combating obesity and inactivity among America’s youth and creating safe and quality sports experiences for young athletes through a network of quality sport coaches. Please see www.instituteforsportcoaching.org for more information.