



# Institute for Sport Coaching

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## **NEWS RELEASE**

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## ***National Coaching Education Leader Joins Institute***

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For immediate release

ACTON, Mass. – The Institute for Sport Coaching is proud to announce Mr. David McCann has joined the Institute as the new Director for National Initiatives. McCann, former Manager of Coaching Education at the US Olympic Committee (USOC) and Director of Educational Services at US Ski & Snowboard Association (USSA), brings a deep portfolio of coaching education and business expertise to the Institute. “Dave has a passion for coaching education, and moreover, the value it brings to sports and our communities. He is a leader with vision who will be instrumental to the Institute’s growth over the next few years,” stated Christopher Hickey, Executive Director. McCann was responsible for the development of the award-winning series of educational courses and DVDs for alpine ski racing, snowboarding and cross-country skiing, as well as organizing and hosting several national coach educators’ conferences across the country.

“It’s exciting to be joining the Institute for Sport Coaching. There are a lot of great people doing a lot of great things to help coaches, what has been lacking in the US has been an organization that would step up and lead the coaching education system at a national level. The Institute’s mission to be the 21st century center of excellence for sport coaching education will provide a voice for the education and development of coaches throughout the country. I look forward to working with my colleagues at the youth sports, high school, college and Olympic levels to develop an aligned and integrated sports education system that will allow coaches and athletes to achieve their true potential, stated McCann.

McCann holds a Bachelor of Arts from Carleton University in Ottawa, Ontario, and a MBA from Wake Forest University, in Winston-Salem, NC. A former president of the National Council for Accreditation of Coaching Education, McCann previously was the Associate Director for the American Sport Education Program.

**---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](http://www.instituteforsportcoaching.org) for more information.