



FOR IMMEDIATE RELEASE

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Airdrie Minor Hockey is excited to announce a newly formed partnership between the Association and Global Sport Academy Group.

Global Sport Academy, an Alberta based company develops winning coaches, managers and sports associations by providing innovative and comprehensive educational workshops and resources.

The Academy will provide coach training seminars, individual team mentorship, on ice coach and team support as required throughout the 2016/2017 season.

“The partnership is an extension of our current coach development program that has been in place over the course of the past 5 seasons,” says Jason Pisarczyk, AMHA’s vice president of programs. “We believe that if we can support, educate and encourage our coaches, our athletes will naturally develop both as hockey players and citizens,” he continues.

In addition to coach support, Airdrie Minor Hockey will also be placing focus on helping parents navigate their player’s hockey future thru parent seminars and an awareness campaign geared towards bringing your best behaviors to the rink. “Hockey is an emotional sport, we hear this phrase a lot- but simply because hockey is emotional, doesn’t mean parents and players negative behaviors should be overlooked,” says Stacey Carefoot, AMHA operations manager. “We are no longer accepting the old stereotypes of the hockey parent or the hockey community,” she continues. “This sport is filled with bright, respectful and hardworking players and families and we want that to become the new stereotype if not for all of hockey, at least for hockey in Airdrie.”

“Global Sport Academy Group is ecstatic to partner with a progressive and forward thinking organization like Airdrie Minor Hockey Association. There is a revolution occurring in youth sports and to have the opportunity to work with an association that is on leading edge of this curve and change is very exciting,” says Mark Maloney, CEO of Global. “Our goal is to assist in the enhancement of quality of coaching and at the same time better educate the parents in their journey through the hockey experience. The hope in the end is that we are able to re-define the hockey experience for all players, at all levels, and have them hooked on hockey and sport for life.”

Guest speaker and Author John O’Sullivan will be featured during AMHAs parent information sessions which will be held on Sunday October 16th throughout the day, both at the rink and at The Bert Church Theatre. O’Sullivan is best known for being the author of the #1 bestselling books *Changing the Game: The Parents Guide to Raising Happy, High Performing Athletes, and Giving Youth Sports Back to our Kids* and *Is it Wise to Specialize?*

“We are excited to have a speaker of this caliber come to Airdrie to present to our parents and association leaders. We hope to make it convenient enough to have representation from each hockey family attend at least one of his talks throughout the day,” says Carefoot. Specifics on O’Sullivan will be released closer to the start of the season.

For more information check out the AMHA website at www.airdriehockey.ca & Global Sport Academy Group <http://globalsportacademygroup.com/>

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