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**SPORTSMANSHIP MATTERS...ANNUAL SURVEY ON STATE OF SPORTSMANSHIP
REVEALS NATION'S VIEWS**

65 percent of Americans Feel Sportsmanship is Worse Now Than A Generation Ago
86 percent Say One Good Sport Makes Entire Team Stronger

GLENVIEW, Ill. (July 30, 2010) –Sportsmanship sentiments are shifting, or so it seems according to the fifth annual Awards and Recognition Association (ARA)

www.arasportsmanshipaward.com survey on the state of sportsmanship.

For five years, Americans have been polled to uncover their views on sportsmanship. For four consecutive years, 85 percent or more said the state of sportsmanship is worse now than when they were growing up, according to the national survey fielded by TNS Worldwide Research. In 2010, however, sportsmanship sentiments shifted, from 85 percent all the way down to 65 percent, feeling sportsmanship is worse now versus a generation ago. Coupled with other highly regarded sportsmanship viewpoints-- more than 85 percent of us feeling one player that displays good sportsmanship makes the entire team stronger—the sportsmanship barometer is changing.

“This is great news, particularly during what might be considered a challenging year when it came to news coverage of good sportsmanship versus negative ‘sports’ stories that captured headlines,” said Bobby Bowden, ARA Sportsmanship Award Selection Committee member and famed Florida State University football coach. “Players that live and breathe good sportsmanship are a positive influence on any team.”

“The ARA has been polling Americans for five years to gauge sentiments on sportsmanship and most importantly, to see what we can do about it,” said B.J. Bailey, Jr., CRS, of Action Trophies & Awards, and president of the ARA. “The needle moved significantly in the right direction and we’re thrilled to hear it.”

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Sportsmanship Stats 2010

The shift is of particular interest during a year of highly publicized negative stories surrounding iconic athletes; 53 percent of American said personal scandals impact their perceptions of athletes as good sports.

Recognition is also heavily weighted among this year's respondents, with 76 percent of Americans thinking every participant on a team should be recognized for their contribution. The numbers increase when it comes to kids, more than 84 percent felt good sportsmanship was the most important value in their sporting experience. And, 85 percent say players should be recognized for talent and sportsmanship (versus one or the other).

In terms of the best coaching strategy, close to 97 percent say encouraging unselfish play, instilling good sportsmanship and playing with heart are preferred, with less than 3 percent saying "win at all costs" is a coaching mantra they'd recommend.

Sports participation and good sportsmanship impacts the community in positive ways; as a source of pride (54 percent), pulls the community together (67 percent) and as a positive influence on children (75 percent).

ARA National Sportsmanship Award

ARA continues its mission to gain traction for positive sportsmanship and to encourage good behavior among athletes, coaches and parents who teach sportsmanship at all levels. ARA partners with some of the most renowned coaching legends and sports experts on a blue-ribbon panel that rewards college football sportsmanship standouts with its national sportsmanship award. The ARA Sportsmanship Award is the only national award that focuses on sportsmanship. It stands out as unique among the millions of sports trophies presented to athletes annually.

"The ARA has assembled a marquee committee of award-winning coaches to help bring the positive aspects of good sportsmanship to light. We're encouraged by this year's survey results 'moving the needle' on the way people view the power of sportsmanship," said award- and bowl-winning retired Brigham Young Coach LaVell Edwards, who has chaired the panel since its inception. "Our work includes selecting the winner of the annual, one-of-its-kind 'ARA Sportsmanship Award.'"

The solid-bronze, 125-pound award, designed by sculptor Edward Jonas, is presented to a Bowl Division college football player who exemplifies sportsmanship both on and off the field.

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Past ARA Sportsmanship Award winners include: Carolina Panthers running back DeAngelo Williams in 2005; St. Louis Rams running back Brian Leonard in 2006; Washington State University quarterback Alex Brink in 2007; Chicago Bears free agent and Northwestern Wildcat graduate, Eric Peterman in 2008, and Kansas State University graduate Jeron Mastrud in 2009, who recently signed with Tampa Bay.

About the ARA Sportsmanship Award

The Awards and Recognition Association recognizes good sportsmanship nationally in collegiate football players with its ARA Sportsmanship Award, presented annually to the senior who personifies sportsmanship. ARA's selection committee, chaired by Edwards, includes: Bobby Bowden (Florida State); Spike Dykes (Texas Tech); Don James (Washington); Dick MacPherson (Syracuse); Don Nehlen (West Virginia); Tubby Raymond (Delaware); Gene Stallings (Alabama); Hub Arkush, Pro Football Weekly; Christine Brennan, USA Today; Ted Miller, ESPN; Jeron Mastrud (Kansas State) 2009 Winner ARA Sportsmanship Award; Eric Peterman (Northwestern University, 2008 Winner ARA Sportsmanship Award); Alex Brink (Washington State, 2007 Winner ARA Sportsmanship Award); B.J. Bailey (President, ARA); Steve Hatchell (President, the National Football Foundation and College Football Hall of Fame); John Humenik (Executive Director, College Sports Information Directors of America); Bernie Kish (Former Executive Director, College Football Hall of Fame); Lisa Malin (Executive Director, College Football Hall of Fame); Grant Teaff (Executive Director, American Football Coaches Association. For more details, visit. www.arasportsmanshipaward.com

About ARA

ARA is comprised of 4,000 retailers and suppliers within the awards and recognition industry. Since 1964, ARA has been enhancing and supporting the awards industry by providing education programs, information, trade shows and networking opportunities. Retail awards and trophy stores that are ARA members proudly display the ARA logo. Look for it the next time you need an award. For more information about ARA, visit www.ara.org or contact ARA headquarters by phone at 800/344-2148 or via fax at 877/734-9380.

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