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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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2010 SPORTSMANSHIP SURVEY/Add One

Sportsmanship Stats 2010

Other key stats from the survey include:

- 53 percent of American said personal scandals impact their perceptions of athletes as good sports.
- 76 percent of Americans think 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.
- 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).

The ARA Sportsmanship Award is the only national award that focuses on sportsmanship. It stands out as unique among the 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.’”

For more information, visit www.arasportsmanshipaward.com.

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