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### **SIXTH ANNUAL SPORTSMANSHIP SURVEY REVEALS NATION'S VIEWS....WORSE NOW THAN GENERATION AGO**

71% Say State of Sportsmanship in U.S. Was Better When They Were Kids  
BUT...  
Eight out of 10 Americans Think Good Sportsmanship Should Be Rewarded

GLENVIEW, Ill. (July, 2011) –Turns out the cliché ‘those were the good old days’ might not be too far off, according to sentiments revealed in the sixth annual Awards and Recognition Association (ARA) [www.arasportsmanshipaward.com](http://www.arasportsmanshipaward.com) survey on the state of sportsmanship.

The 2011 survey of 1,000 Americans, fielded by TNS Worldwide, revealed that 71% percent of Americans believe that the state of sportsmanship is worse now, than when they were growing up. But, unlike the cliché, there’s good news too, more than 80 percent of us want good sportsmanship to be rewarded.

“This has been a challenging year when it came to negative sports stories capturing headlines,” said ARA Sportsmanship Award Committee Chair LaVell Edwards, award- and bowl-winning retired coach of Brigham Young University. Coach Edwards has chaired the Sportsmanship Award committee since its inception “Now more than ever, I think people need to hear about the good stories out there— There are so many young players who exemplify what good sportsmanship is all about and that should be the focus. Players that live and breathe good sportsmanship are a positive influence on any team and, for younger athletes coming up through the ranks,” adds Edwards.

**SPORTSMANSHIP SURVEY**/Add One

With more than 80 percent of Americans wanting good acts to be rewarded, the ARA's mission has never been more important.

"The ARA has been polling Americans for six years to gauge sentiments on sportsmanship and most importantly, to see what we can do about it," said ARA President Guy Barone, Xenetech Global. "We have an opportunity to shine a bright light on the positive things that are happening on and off the sports field. The ARA Sportsmanship Award gives us an opportunity to reward positive role models."

"Coaches should do the best job of teaching sportsmanship. Unfortunately sometimes people put winning too far ahead of treating people right and it's more important to win the right way," said 2007 winner and current Canadian Football League player Alex Brink.

#### ARA National Sportsmanship Award

The ARA Sportsmanship Award is the only national award that focuses exclusively 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. Our work includes selecting the winner of the annual, one-of-its-kind 'ARA Sportsmanship Award,'" continued Barone.

The physical award, designed by sculptor Edward Jonas, is presented annually to a Division I college football player who exemplifies sportsmanship both on and off the field through academics, community service and contributions to his team.

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 currently with the Winnipeg Blue Bombers in the CFL; Chicago Bears free agent and Northwestern Wildcat graduate, Eric Peterman in 2008; Kansas State University graduate Jeron Mastrud in 2009, currently with the Miami Dolphins, and Texas Longhorn defensive end and recent Arizona Cardinal pick Sam Acho in 2010.

## **SPORTSMANSHIP SURVEY**/Add Two

### **About the Awards and Recognition Association**

The Awards and Recognition Association ([www.ara.org](http://www.ara.org)) is an organization of nearly 3,000 member companies dedicated to increasing the awareness of the value and significance of awards and recognition programs. For the past six years, the association has focused efforts to highlight positive sportsmanship and to encourage rewarding 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 exclusively on sportsmanship. It stands out as unique among the millions of sports awards presented to athletes annually. For details about the ARA Sportsmanship Award Selection Panel, and past winners, go to [www.arasportsmanshipaward.com](http://www.arasportsmanshipaward.com).

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