CONTACT: Susan Stoga/Patti Thomas
847.884.0000

FOR IMMEDIATE RELEASE

JUDGE ATHLETES ON TALENT AND OFF-FIELD DEMEANOR

Annual Sportsmanship Survey Reveals Americans Watching Players On and Off the Field

Glenview, Illinois – September 15, 2010 – The records don't stand alone, at least that's what Americans are saying when it comes to athlete's behavior, according to the fifth annual national sportsmanship survey from the Awards and Recognition Association (www.arasportsmanshipaward.com) and TNS Worldwide Research. Eighty five percent say players should be recognized for talent and sportsmanship (versus one or the other).

Recognition is heavily weighted among this year's respondents, with 76 percent of Americans thinking every participant on a team should be recognized for their contribution. More than 85 percent of us feeling one player that displays good sportsmanship makes the entire team stronger.

"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."

-more-

ANNUAL SPORTSMANSHIP SURVEY--ADD ONE

Other key stats from the survey include:

- 53 percent 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.
- 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 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.

The ARA Sportsmanship Award is the only national award that focuses on sportsmanship. For more information, visit www.arasportsmanshipaward.com.

###