



POUDRE SCHOOL DISTRICT

October 2006

Dear Youth Sports Coaches,

We hope that you will enthusiastically support the CHAMP! Elite Award Program. CHAMP stands for **C**haracter in **A**thletics - **M**ake it a **P**riority. This unique program teaches everyone involved, coaches and athletes, not only sportsmanship, but respect for opponents, officials, coaches, fans, administrators, and all who are involved in athletics, by playing and practicing with integrity, determination, and a positive attitude.

From young athletes in the parks and recreation department to those at the collegiate level, teaching these attributes is a big step toward developing life-long learning skills that will help them be successful as adults.

What is so powerful about this program is that the more we can do to increase good character in all aspects of kids' activities, the better off society will be. From this will come teamwork, respect, honor, a positive attitude, healthy relationships, as well as enjoyment of the sport.

As a coach you have a tremendous opportunity to positively influence the young people you coach, their families and ultimately the entire Northern Colorado community. I urge you to utilize CHAMP to develop young athletes to their full character potential so they will succeed in all areas of their lives.

Sincerely,

Jerry Wilson, Ph.D.
Superintendent of Schools