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LOUISIANA YOUTH FOOTBALL EMPLOYS USA FOOTBALL COACHING EDUCATION PROGRAM & RESOURCES

Greater Baton Rouge Youth Football Program Partners with USA Football for Coaching Resources

Helping ensure great football experiences for Baton Rouge-area youngsters, Louisiana Youth Football's 300 coaches have enrolled into USA Football's full compliment of coaching resources for 2009, including its Certified Coaching Education Program (C.C.E.P.). The largest independent youth football program in Louisiana serves more than 2,100 youngsters in the parishes of East Baton Rouge, Ascension, Livingston and West Baton Rouge. The upcoming season marks the league's first with USA Football's comprehensive coaching resources. USA Football, the national governing body of youth and amateur football, has helped train more than 16,000 youth football coaches nationwide since March 2007 to further strengthen the sport.

Louisiana Youth Football coaches, all of whom are USA Football coaching members, will complete the first level of USA Football's C.C.E.P. – an online coaching education course which takes approximately two hours to complete. To advance through the course, a coach must receive a cumulative score of at least 80 percent on the 11 quizzes administered throughout the curriculum. Coaches will also have access to usafootball.com's online resources encompassing electronic playbooks, a video drills library, practice planning applications, and more.

USA Football's C.C.E.P., which employs computer animation and audio narration, covers coaching philosophy, the teaching of football fundamentals and communicating with young players and parents. Upon course completion, coaches receive a USA Football coaching certificate and have their name added to usafootball.com's national coaches' registry.

"Our coaches have never accessed something like this," said Louisiana Youth Football Director **LEROY HOLLINS II** of Baton Rouge. "In addition to having resources like the online playbook, the coaching course being online gives coaches the freedom to complete it when it's convenient for them. Most importantly, the kids will have a better football experience because their coaches are prepared."

"The best way to shape America's favorite sport at the youth level is to provide coaches with resources to become quality instructors and mentors," said USA Football Executive Director **SCOTT HALLENBECK**. "Louisiana Youth Football is doing that in an exciting way through our online coaching education course. Dedicated coaches result in youngsters having more fun playing a game they love – that is precisely what is happening for youth football in and around Baton Rouge."

About USA Football

USA Football, the sport's national governing body on youth and amateur levels, hosts more than 100 football training events annually offering education for coaches and game officials, skill development for players and resources for youth football league commissioners. The independent also non-profit manages U.S. national teams within the sport for international competitions and provides more than \$1 million annually in equipment grants and youth league volunteer background check subsidies. Approximately 3.2 million American youngsters aged 6-14 play organized tackle football and 1.14 million American high school boys play football, more than doubling the next-most popular sport among that group. USA Football, with members in all 50 states and the District of Columbia, was started by the NFL and NFLPA in 2002 through the NFL Youth Football Fund and is chaired by former U.S. Congressman and pro quarterback **JACK KEMP**.