



Start Smart is a Program of the National Alliance For Youth Sports

# Start Smart News



Start Smart Golf promotes quality bonding time since parents participate right along with their child in the program.

## SNAG teams with Start Smart to create exciting new program for children

SNAG and Hook A Kid On Golf have teamed up to create an exciting new program designed to teach children ages 5 and above the skills needed to play golf.

Through the newly developed Start Smart Golf program youngsters will use the specially designed products from the SNAG game, which are safe, fun and highly successful in teaching the basic fundamentals of golf to children.

SNAG is the innovative game created by former PGA Tour players Wally Armstrong and Terry Anton, while Hook A Kid On Golf is the nation's most comprehensive junior golf program.

The Start Smart Golf program will be piloted at 25 sites in the next couple of months. It will be held at Air Force bases, at parks and recreation departments, and at golf courses, including one in Manitoba, Canada.

Ten sites in Illinois will be hosting the program, including Moose International's headquarters, the Girl Scout Councils of Chicago and the Fox

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## START SMART TEAMS WITH C'MON MOM!

C'mon mom, get involved in the game.

That's the message being delivered through the C'mon Mom! program, a first-of-its-kind approach that encourages moms to grab a whistle and clipboard and step onto the youth soccer field as coaches.

The innovative program was created by kid-e-sport, in partnership with the National Alliance For Youth Sports and the Women's Sports Foundation, to increase the number of female volunteer coaches, since less than 10 percent of all coaches in organized youth sports programs are women.

"The disparity between the number of volunteer coaches and the number of mothers participating flagged a need to bolster the confidence level of moms and their knowledge about the sports in which their children participate," said Lauren Sveen, founder of the Westport, Connecticut-based kid-e-sport.com, and mother of two young children. "By educating moms we can enhance the whole sports experience and make it truly fun and rewarding for both the child and the parent." kid-e-sport is an online and catalogue sporting goods and apparel store for children ages 13 and under, as well as a comprehensive library of free sports safety, health, instructional and articles information.

C'mon Mom! and Start Smart will be conducting Start Smart Soccer programs in Dallas, Texas; Southport, Connecticut; Gainesville, Georgia; Godfrey, Illinois; and Fountain Valley California in the spring of 2001.

"By getting moms involved at the beginning of their children's sports careers, we feel there's a better chance that they'll stay involved longer," said John Hartigan, Start Smart's national program director. "They'll also be more knowledgeable about the sport and better able to help the youngsters on their team not only learn and develop skills, but have fun doing so."

Through the efforts of C'mon Mom! and Start Smart Soccer, each of the five sites will feature 20 children and their moms participating in a series of specially-designed drills, which have proven to be extremely successful in developing basic soccer skills for children ages 3-5. The colorful line of Koosh equipment and age appropriate Kwik Goal equipment are utilized, to make the program fun and also safe so the youngsters won't be hurt, or be afraid of getting hurt.

C'mon Mom! programs for basketball and baseball will be unveiled by kid-e-sport in conjunction with the Alliance later this year.

*Special C'mon Mom! Starter Kits, designed to get mothers more involved in their children's soccer lives, are available for free by logging on to [www.comeonmom.com](http://www.comeonmom.com), or by calling the toll free number 1-877-955-2666.*

*The kits provide a C'mon Mom! brochure of soccer facts, coaching tips, and backyard skill development games moms can play with their children.*

### What's inside:

- Program Site Profile
- Start Smart goes to the Major Leagues
- Start Smart Contest Winners
- Time for Start Smart Baseball
- Contest: Win a Coordinator's Shirt

Welcome to our first Start Smart Newsletter. As a Start Smart Coordinator you will receive a copy of our Newsletter twice a year.

