



National Youth Sports Week
October 24-29, 2022
Partner Media Toolkit

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Why is National Youth Sports Week Important?

Legendary psychologist Jean Piaget once said, “Play is often talked about as if it were a relief from serious learning. But for children, play is serious learning.” This conclusion is supported by research indicating that youth sports experiences yield many life-long benefits and can play an important role in the development of a young person's life. National Youth Sports Week (NYSW) is an unprecedented initiative to:

- **Mobilize our country** in collective impact
- **Engage more young people** physically
- **Communicate youth sports benefits** and how it helps to create a healthier society

Research shows that youth sports experiences yield many life-long benefits and can play an important role in the development of a young person. Youth who participate in sports are more physically active than their peers; have improved mental health outcomes; develop increased responsibility, self-control, teamwork, social responsibility, goal setting and leadership skills; and are more likely to graduate from high school and college. Sports is the proven hook that creates opportunities for youth to connect with supportive coaches. While these programs occur in out-of-school time settings, they serve as bookends to in-school learning. Sports create an environment where young people are eager to participate and unknowingly learn significant lessons and skills while having fun. The opportunity equation is clear. In school learning+out-of-school sports = healthier youth, transformational leaders and globally-minded graduates.

The purpose of this guide is to encourage you and your organization to join the celebration through a local event that will highlight the positive power of youth sports in your community. The guide includes ideas to make the planning and implementation of your National Youth Sports Week events simple and fun!

What Can You Do?

The intention of NYSW is also to bring awareness to issues in youth sports, drive the engagement of stakeholders and deliver a specific call to action each day. Participation is as simple as 1-2-3. You can do any or all of the below including:

1. **Amplify** the week through your network and social channels. We will provide you with the toolkit and assets.
2. **Share** resources provided for each day. Alert your community and constituents about trainings, informational articles, participation guidelines, etc. that are available on the NYSW web pages.
3. **Engage** in the activation for any or all the days. Engagement opportunities are outlined in this document.

Each day families, organizations, teams, and partners can celebrate a different aspect of youth sports by **Learning, Doing, and Celebrating** an online or in-person activity. Included in this document is the schedule for the week.

National Youth Sports Week Social Handles & Logo

NCYS Twitter: [@youthsportsNCYS](https://twitter.com/youthsportsNCYS)

NCYS Facebook: [National Council of Youth Sports](https://www.facebook.com/NationalCouncilofYouthSports)

National Youth Sports Week Web: <https://bit.ly/3CRVLAe>

National Youth Sports Week Logo & Graphics: [HERE](#)

Resources to Share: [Resources | National Council of Youth Sports](#)

Media & Community Outreach

There are plenty of things our partners and supporters can do to help spread the word about National Youth Sports Week, increase participation and highlight your support of Youth Sports before and after the week.

A few ideas:

1. Post on social media early and often. Use our graphics and text or create your own. We included graphics for Instagram, Facebook and Twitter but feel free to go beyond these sites to TikTok and Snapchat
2. Identify key players in your network that may be able to help amplify our messaging. If you are connected with local media, especially local television stations, we would love for them to capture local stories. Call the sports editor of your local newspaper or website and the sports director of your local TV station. Email them a media release (we included a sample). Ask them to help publicize National Youth Sports Week.
3. Engage your internal team. Invite them to share graphics and pledge of support to youth sports on their social pages. During the week, participate where appropriate in activities as a team. Join the virtual Pep Rally, post photos of your team on Spirit Day in their jerseys. Invite your team to tune into the webinar on Safety Day.

Tools for Social Media

National Youth Sports Week #NationalYouthSportsWeek October 24-29, 2022			
Date	Channel	Content	Image/ Link
Oct 17- Oct 29	Twitter	We are thrilled to team up with @youthsportsNCYS and youth sports organizations across the country to celebrate National Youth Sports Week. Visit https://bit.ly/3CRVLAe to learn more and get involved. #NationalYouthSportsWeek	
Oct 17- Oct 29	Facebook	When our children play, they win in ways a scoreboard can't measure. Join us in celebration of National Youth Sports Week. To celebrate the power of play with @youthsportsNCYS and youth sports organizations across the country. Visit https://bit.ly/3CRVLAe to learn more and get involved #NationalYouthSportsWeek	

Pep Rally Day, Coaches Day, Health and Wellness Day

National Youth Sports Week #NationalYouthSportsWeek October 24-29, 2022			
Date	Channel	Content	Image/ Link
Monday Oct 24 Pep Rally Day	Twitter/ FB	<p>In celebration of #NationalYouthSportsWeek We are highlighting one of our favorite youth sport photos! Want to get in on the fun? Join @youthsportsNCYS for a Pep Rally hosted by @CRobinsonNBC today at 2pm EST Register here: https://bit.ly/NYSWpeprally</p>	Share one of your favorite youth athlete photos.
Tuesday Oct 25 Coaches Day	Twitter/ FB	<p>Meaningful relationships between coach and athlete are foundational for youth to receive the outcomes associated with sports. Today we celebrate coaches all around the world! Nominate your favorite coach for the PCA Double-Goal Coach® award https://bit.ly/3s0GN4D #NationalYouthSportsWeek</p>	
Wednesday Oct 26 Health and Wellness Day	Twitter/ FB	<p>Youth sports are a platform for lifelong health. Regular activity helps prevent disease and improves mental health, well-being and quality of life.</p> <p>Sign up for the TrueSport Talks Mental Health Conference taking place on November 15-16, and encourage your coaches, parents, and athletes to register.</p>	

Safety Day, Spirit Wear Day, Play Day

National Youth Sports Week #NationalYouthSportsWeek October 24-29, 2022			
Date	Channel	Content	Image/ Link
Thursday Oct 27 Safety Day	Twitter/ FB	<p>Every child deserves to play in a safe and welcoming environment. Tune in to @youthsportsNCYS Safety Day webinar at 2pm EST to learn how safety impacts you and how you can actively participate in helping to protect youth athletes. Register: https://hopin.com/events/future-of-safety</p>	 <p>A graphic for 'SAFETY DAY' featuring a soccer player in a blue jersey lying on the ground. The background includes a soccer field and a banner that says 'NATIONAL YOUTH SPORTS WEEK' and 'OCTOBER 24-29, 2022' with the NCYS logo.</p>
Friday Oct 28 Spirit Wear Day	Twitter/ FB	<p>Snap photos of your team showing team spirit and share with the hashtags #nationalyouthsportsweek #spiritday and tag @nbcspportsengine and @youthsportsNCYS for a chance to win a custom-designed version of your logo for a seasonal store.</p>	<p>Share photos of your team spirit</p>
Saturday Oct 29 Play Day	Twitter/ FB	<p>Youth sports are the backbone of communities, providing gathering opportunities to support and cheer young athletes and creating a sense of belonging. While our young people are out playing today, check out this five-part blog series from @YouthSportsNYC to learn tips on keeping our youth safe! https://ncys.org/news/</p>	 <p>A graphic for 'PLAY DAY' featuring a soccer player in a blue jersey sitting on a bench. The background includes a soccer field and a banner that says 'NATIONAL YOUTH SPORTS WEEK' and 'OCTOBER 24-29, 2022' with the NCYS logo.</p>

Sample Media Release

(Your organization) teams with National Council of Youth Sports to celebrate National Youth Sports Week 2022

(Your City, State) (Date) (Your organization) believes that every young person has the right to participate in sports in a diverse, equitable, inclusive, supportive, and safe environment. We understand the importance and benefits of youth sports, and we believe the research indicating that youth sports experiences yield many life-long benefits and can play an essential role in developing a young person's life. This is why we have dedicated ourselves to providing opportunities for the young people in our community to play, and we support and partner with organizations that are committed to young people in sports.

“National Youth Sports Week is an unprecedented initiative to **Mobilize our country** in collective impact, **Engage more young people** physically, and **Communicate youth sports benefits** and how it helps to create a healthier society,” said Wayne Moss, National Council of Youth Sports Executive Director. “Safety is foundational to the youth sports experience, and protecting young people should be our collective top priority.” We share this belief in the power of play and collective responsibility for youth safety with the National Council of Youth Sports. We are proud to team with NCYS and youth sports organizations nationwide to celebrate National Youth Sports Week October 24-29, 2022.

“(Quote from your organization's designated representative).”

We will celebrate by (describe your activities for the week). We invite everyone who cares about our young athletes to join us in celebration and dedication:

Monday, October 24th: [Pep Rally Day](#)

Tuesday, October 25th: [Coaches Day](#)

Wednesday, October 26th: [Athlete Health and Wellness Day](#)

Thursday, October 27th: [Sports Safety Day](#)

Friday, October 28th: [Spirit Wear Day](#)

Saturday, October 29th: [Play Day](#)

About (your organization)

(Brief description of your organization's mission. Include your website address.)

About the National Council of Youth Sports (NCYS)

The mission of NCYS is to unite and lead communities to realize the positive power of youth sports. NCYS members comprise many of the Who's Who in the youth sports industry. The NCYS membership includes national community-based organizations, local unaffiliated community-based organizations, National Governing Bodies, Parks & Recreation Departments and Destination Marketing Organizations. NCYS member organizations serve some 60 million youth registered in organized sports programs in every state and U.S. Territory. Learn more at <https://www.ncys.org>.

For more information, contact (your organization's representative) at (email address) or (phone number).

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