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***NYSPHSAA ANNOUNCES 2010-11 GOOD SPORTS WINNERS; MIDDLETOWN,  
BRIARCLIFF, ROCHESTER CITY AC  
WIN AWARD FOR SUCCESSFULLY PROMOTING SPORTSMANSHIP***

LATHAM, NY - The New York State Public High School Athletic Association (NYSPHSAA) has announced Middletown High School (Section 9), Briarcliff High School (Section 1), and the Rochester City Athletic Conference (Section 5) have been named the 2010-11 NYSPHSAA Sportsmanship Promotion award winners. These exemplary sportsmanship programs will be honored at the NYSPHSAA's Hall of Fame banquet this summer.

The award is presented to schools which have developed proactive approaches to keep sportsmanship in the forefront with their students, coaches, spectators, and communities. This year marks the 16<sup>th</sup> year that deserving schools have been recognized by the NYSPHSAA's Sportsmanship Promotion Award program which is co-sponsored by Pupil Benefits Plan, Inc.

***ABOUT THE WINNING SCHOOLS/CONFERENCE:***

Middletown, led by Athletic Director David Coates, has developed several publications and recognitions to promote sportsmanship. Publications include a parent brochure, pamphlets for student-athletes, and a handbook geared toward parents, students and coaches. The school has also established the Middletown Athletes Care (MAC) program where sports teams are required to perform community service projects. Criteria for several of the school's season awards have now changed to emphasize sportsmanship and school pride in addition to performance, including an Athlete of the Month award and new end-of-season awards. According to Coates, the school has a Varsity Captains Club in which coaches and other athletic staff educate team captains on leadership roles and responsibilities in a five-hour course. "I'm really proud of this," said Coates speaking to the Times Herald Record in a recent article on his program. "I think we do a really good job of stressing the importance of good sportsmanship. Compare our reputation, what it used to be to what it is now. Our kids are starting to get it."

The Briarcliff program aggressively promotes its "The ROOTS of Honoring the Game" program in which the school stresses ROOTS with the following philosophies:

- **R**ules – We refuse to bend the rules to win
- **O**pponents – A worthy opponent is a gift that brings out our best
- **O**fficials – Show respect even when we disagree
- **T**eammates – Never do anything to embarrass our team
- **S**elf – We live up to our own standards even when others don't

According to Athletic Director Chris Drospolous, the school also has direct expectations of all its coaches, players and parents with effective communication to each before and during each sports season. Drospolous also promotes sportsmanship with various announcements prior to and during athletic contests and in its gameday programs. "It's a culmination of our hard work," said Drospolous to Patch.com recently. "That is winning a New York State Championship."

The Rochester City Athletic Conference, comprised of 14 schools in the Rochester City School District, has also been recognized as a Sportsmanship Promotion Program winner. Executive Director Carlos Cotto was proud to see his conference sponsor a summit to educate athletes on the importance of sportsmanship. The Conference also has implemented procedures for all schools to follow to help improve the spectator experience at all contests and aggressively promotes NYSPHSAA's "Be Loud, Be Proud, Be Positive" program during the course of the year. Additionally, the conference has created sportsmanship banners for its schools and has logoed publications and t-shirts with positive sportsmanship messages. "We are very honored to be recognized for our efforts in promoting positive sportsmanship not only to our student-athletes but also our fans. The safety of all that are involved in our athletics program is the utmost importance to our conference," said Cotto.

***ABOUT THE PROGRAM AND HONORING THE SCHOOLS:***

"NYSPHSAA is very proud to recognize the two schools and conference as winners of our coveted Sportsmanship Promotion Award," said Todd Nelson, NYSPHSAA Assistant Director and Sportsmanship Promotion Program administrator. "These schools and conference have not only shown an outstanding commitment to promoting positive sportsmanship but have fielded highly competitive teams on the field and court as well. All three schools prove that you do not have to forego positive sportsmanship in order to be successful on the field or court."

Athletic directors from each of the winning schools and the Executive Director from the Rochester City Athletic Conference will be presented a Sportsmanship Promotion Award banner at the NYSPHSAA's annual Central Committee/Hall of Fame banquet on Wednesday, August 3<sup>rd</sup> at the High Peaks Resort in Lake Placid, NY.