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Disney Sports Attractions

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## MISSION STATEMENT

The National Council of Youth Sports represents the youth sports industry by advancing the values of participation, and educating and developing leaders.

*"A Unified Voice for Youth Sports."*

## VISION

To enhance the youth sports experience in America.

The National Council of Youth Sports (NCYS) commends the National Athletic Trainers Association (NATA) for its leadership in addressing youth sports-related musculoskeletal and neurological injuries (concussion, heat illness, and ACL injuries). NCYS is proud to join the Alliance supporting the NATA's initiative to take action in raising the awareness of the causes, the symptoms, the treatment, and most importantly the prevention of sports injuries.

Established in 1979, the National Council of Youth Sports membership represents more than 60,000,000 registered participants/ 44,000,000 actual boys and girls in organized youth sports programs. The NCYS members are the gatekeepers, the key decision-makers, the power of influence and behavior, and the advocates for valued amateur youth sports participation.

Overuse injuries from excessive training is unacceptable and ruins the exercise experience—children need to grow into their sport or activity preventing unnecessary injuries. Children are pushing or being pushed too hard, too soon, too much, too quick and being hurt physically and emotionally. Sports and exercise should be fun for everyone involved.

As an industry we need to partner together to create appropriate educational training materials and messaging for the administrators, coaches, parents, and athletes. We need to better understand sport skill development and how it matures to the next level while encouraging attainable goals and realistic accomplishment. And we need to be certain sports equipment; fields and facilities are all meeting the approved safety standards.

The reason the NCYS exists is to enhance the youth sports experience in America for today and for generations to come. The NCYS is a portal to and a united voice for the youth sports/youth serving industry. Clearly the safety of young athletes must be at the core of what we do in our youth sports programs. We have a responsibility to promote lifetime physical activity with proper training and age-appropriate competition in a safe environment.

The NCYS is committed to working together with the NATA as well as our members, the media, the government, corporate America and the leaders in and around our industry to achieve and maintain the highest standards of quality and integrity for a safe and positive youth sports experience.

Yours truly for the kids,

*Sally S. Johnson*

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