



Katerina Chryssafis
Marketing and PR Manager
T: 818-591-6126
katerina.chryssafis@viewpoint.org

FOR IMMEDIATE RELEASE

Viewpoint School Partners with Positive Coaching Alliance to Enrich Student-Athlete Experience *Workshops and resources unite the Viewpoint community around a shared athletic vision*

CALABASAS, CA – September 11, 2025 – Viewpoint School is proud to announce a new partnership with [Positive Coaching Alliance](#) (PCA), a nationally recognized nonprofit dedicated to ensuring youth and high school athletes enjoy a positive, character-building sports experience.

Through this collaboration, Viewpoint student-athletes, coaches, and families will have access to PCA's acclaimed training, including live workshops, online courses, and resources designed to reinforce sports as a tool for personal growth and youth development.

"PCA aligns really well with how we see athletics at Viewpoint, as an extension of the classroom where students, families, and coaches all have meaningful learning experiences," said Athletic Director Josh Frechette. "Our pillars—journey over end result, winning is important but life lessons are more important, and focusing on attitude and effort—give students both empowerment and accountability. Combined with PCA's philosophy, these values will shape a healthier, more meaningful athletic experience here."

PCA has partnered with roughly 3,500 schools, districts, conferences, youth sports organizations, and park-and-rec departments to create a Development Zone® culture, with the goal of using youth and high school sports to create a positive youth sports experience.

"We look forward to working with Viewpoint to create the best possible sports experience for their student-athletes," said Positive Coaching Alliance President Jason Sacks. "We appreciate Viewpoint's leadership making a positive high school sports experience a priority for all involved, including student-athletes, coaches, and parents. When sports are done right, we know it can be an amazing opportunity not only to strive to win but more importantly, teach life lessons that will stay with our youth long after their playing days are over."

This fall, Viewpoint hosted its first PCA parent event, *The Power of Positive Sports Parenting Workshop*, which offered families practical strategies for supporting their children in athletics. The session emphasized encouragement over coaching from the sidelines and gave them tools to help their children stay engaged and enjoy sports for the long term.

Viewpoint will continue to host seasonal PCA workshops throughout the school year. These sessions are designed to create consistent expectations across all groups and to provide a shared understanding of what it means to be part of Viewpoint Athletics.

About Viewpoint School: Viewpoint School is committed to creating exceptional readiness for extraordinary futures by cultivating the critical skillset, courageous mindset, and resilient identity of each individual student.

Founded in 1961, with a legacy of academic distinction and college preparedness, the School's scenic 40-acre campus in Calabasas, California provides students in grades TK-12 with an ideal setting to grow and learn, where each Viewpoint student is known, respected, and included. Visit viewpoint.org to discover a school where "tradition connects us and innovation propels us."

About Positive Coaching Alliance: PCA's mission is to change the culture of youth sports so that every child, regardless of social or economic circumstance, has access to a positive youth sports experience. For more information, go to positivecoach.org

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