



# **CATCH** *the ball*



**with Sears  
and the WNBA**

with important information from The  
President's Council on Physical Fitness  
and Sports



**SEARS**

*Produced as a public service by Sears, Roebuck and Co.*

## **CATCH** the ball

### Eastern Conference



### Western Conference



The world is changing. You see it everywhere. At home, school, the workplace and in athletics. Everyday, parents, teachers and coaches come together to teach today's youth-not just with words but by example. Change occurs when we eliminate stereotypes, offer opportunities and celebrate accomplishments.

A major change – a historical milestone – took place this June with the tip-off of the inaugural WNBA season, and Sears, Roebuck and Co. is thrilled to celebrate this accomplishment. As a national sponsor of the history-making league, Sears is excited to help open the door of opportunity for these incredible athletes and, in turn, you.

In recognition and support of its long-standing commitment to women, Sears is empowering women and girls everywhere to catch the ball of opportunity and drive with it by offering valuable information about the benefits of getting involved in sports at an early age. Inside this brochure, you'll find insights from The President's Council on Physical Fitness and Sports reflecting the impact sports and physical activity have on young lives on and off the playing fields, as well as practical advice on how to put those insights into play.

Historically, Sears has been in the forefront of connecting with and empowering women. The tradition continues with the WNBA sponsorship-the centerpiece of the brand's commitment to women's athletics. The WNBA provides sports enthusiasts with intense athletic competition from top players who are inspiring role models. Beginning June 21 and throughout its 10-week season, the WNBA offers fast-paced basketball action in state-of-the-art arenas and nationally televised broadcasts on NBC, ESPN and Lifetime.

As roles change, so does the world. It is widely acknowledged that sports can be a catalyst for change. Sports participation can boost self-esteem and encourage leadership roles. In this changing world, girls now have the opportunity, the pride, and the enjoyment of watching and participating as proudly as boys. Sears is proud to help hold open this door of opportunity and assist girls and women everywhere achieve great heights both on and off the court.

# SEARS

*Important information from*  
**THE PRESIDENT'S COUNCIL**  
*on physical fitness & sports*

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Established more than 40 years ago, The President's Council on Physical Fitness and Sports serves to promote, encourage and motivate the development of physical activity and sports participation for all Americans. In the past, involvement in sports primarily has been associated with males. During the past two decades, however, girls' and women's involvement in sports has increased dramatically. Today, more girls are participating in a wider array of physical activities and sports than ever before.

No longer relegated to the sidelines, girls can share the social, physical and emotional benefits of sports and physical activity. Girls participate, not only for competitive reasons, but to get in shape, socialize, improve skills and have fun. Sports and physical activity can make a significant difference in the lives of girls and their participation should be encouraged by parents, coaches, educators and sports leaders.

The President's Council released the landmark report, *Physical Activity and Sport in the Lives of Girls*, under the direction of The Center for Research on Girls and Women in Sports at the University of Minnesota. The report highlights expert opinions on some of the most current and cutting-edge issues regarding girls' involvement in physical activity and sports. Consider some eye-opening findings from the study that underscore the value of sports in lives of girls.

- **Healthy head start.** Girls should be encouraged to get involved in sports and physical activity because they can reduce the likelihood of developing a number of health-related conditions. In addition, sports help build important social skills such as determination, cooperation and problem solving.
- **Boost self-esteem.** Exercise and sports participation offers girls positive feelings about body image, improved self-esteem, experiences of competency and success and increased self-confidence.
- **Benefit of mind and body.** Exercise and sports participation can enhance the physical and mental health of adolescent females.
- **Relieve stress and the blues.** Physical activity can help reduce symptoms of stress and depression among girls.
- **Higher education.** Sports are educational assets. Many high school female athletes report higher grades and standardized test scores and lower dropout rates, and are more likely to go on to college than their non-athletic counterparts.
- **Live longer and healthier.** Regular physical activity in adolescence can reduce girls' risk for obesity, which can lower adult onset of heart disease, osteoporosis and certain cancers. Research proves physical activity can improve quality of life.

# **TEN TIPS**

## ***to find the right sports program in your area***

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According to The President's Council on Physical Fitness and Sports, childhood and adolescence are critical times to lay the foundation for lifelong physical activity. Sports participation can significantly help girls through challenging periods and set the tone for a healthy adult life.

Unfortunately too many young people, especially girls, are not active enough. Here are some practical tips on steps you can take to get involved in your local community and encourage girls to reach their full potential:

**1. Contact your local school.** Take advantage of sports programs offered by your local school and sign up to play! School-based sports programming is a terrific way for girls to get involved in sports at an early age. If programs are limited, work with the school board or PTA to develop a program for the next season.

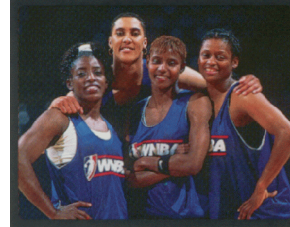
**2. Research programs offered by your local park district.** Park districts are a great resource for organized sports programs and activities. They offer a wide variety of classes that can augment involvement in school-based sports and keep girls active year-round.

**3. Call local sports teams to learn about programs they offer.** Many professional sports organizations including the WNBA and its teams, host special clinics, camps and tournaments run by coaches and players. Contact local teams to learn about dates and times of these activities or check your local newspapers for ads and information.

**4. Contact local YWCA/YMCA, Boys & Girls Clubs or other youth organizations.** These community-focused organizations sponsor a number of competitive and recreational leagues. Often, these leagues are organized to meet the needs of a variety of skill and age levels.

### **5. Take a lesson.**

Individual and group lessons are an ideal way to learn the basics or improve skills. Consider enrolling the entire family in a group lesson as a way to integrate sports into family life.



**6. Sign up for a summer camp.** Contact summer camps specializing in a specific sport instruction. Camps are a great place to learn about teamwork. Consider enrolling with friends to make it more fun.

**7. Team up with parents coaches and teachers.** Work together to inspire girls to participate in a wide range of activity and ensure your community offers sufficient programming. Networking is an effective way to identify opportunities to get involved.

**8. Join a health club.** Health club memberships offer the flexibility to engage in numerous physical activities such as aerobics and swimming. In addition, many clubs offer private instruction.

**9. Enroll in Girl Scouts or other similar organizations.** These community-based, girl-focused organizations can play an important role in motivating girls to participate in health-related fitness activities that build motor skills for a lifetime of activity.

**10. Check out books and videos from the library.** Libraries are home to thousands of books and videos on almost every sport. You can pick up books and videos on sports instruction, or even books that showcase the careers of players.