

Sports and Business Tap New Resource to Take Positive Sports Messages to Kids

BIRMINGHAM, Ala. – (Business Wire) – March 1, 2005 – The Southeastern Conference is making it possible for kids to click into a new interactive computer game that encourages a positive alternative to unsportsmanlike conduct that's grabbing the headlines. The SEC's STAR Sportsmanship program from Learning Through Sports provides kids with software that teaches sportsmanship through animated football, basketball, baseball, soccer and cheerleading. The rules are basic; be a good sport to get ahead and score. Bad sportsmanship sends you to the sidelines or takes you out of the game altogether. The games place the kids in animated "real life" situations that challenge their ability to play by the rules.

The SEC and Golden Flake launched a branded version of the software that includes guest appearances by Peyton Manning, Eli Manning and Shaun Alexander of the NFL and Kara Lawson of the WNBA. The SEC went on to provide schools in its 9-state region with the complementary "Kid's College" software that uses sports play to reinforce basic math and language arts skills. "The SEC member institutions recognize the responsibility and opportunity teachers have to affect the future of our children," said SEC Commissioner Mike Slive. Team logos from the University of Georgia, Alabama, Auburn, LSU, Arkansas, Kentucky, Vanderbilt, Florida and other SEC schools give the games an added punch of reality.

It's an example of how consumer brands are picking up on the trend to associate themselves with positive messages while building relationships with target audiences. The software can be customized to highlight leagues, teams, schools or corporate sponsors. "We had phenomenal success with our Kid's College programs that motivate grade K-8 students to focus on math and language arts. STAR Sportsmanship was a logical next step," said Learning Through Sports founder and President Brian Shulman- a former Captain of the Auburn University Football Team. Shulman created his first Learning Through Sports software in an effort to motivate his own young son to focus on his reading skills.

Learning Through Sports is extending its reach to cover more sports and broader markets. Chik-fil-A is wrapping up a nationwide promotion that provided the Kids College math and language arts software series in their kids' meals. Nationwide, more than one and a half million schoolchildren are using software from www.learningthroughsports.com.