



Call for Speakers and Trainers 2018

Inspire and Make a Difference in the Lives of Lawrence Youth!



Camp Overview

Help Lawrence kids get and stay "in the game"!

We are seeking motivational speakers and sports trainers to participate in our 3rd Annual LSLA Multi-sport Leadership Summer Camp on **August 6th - August 10th, 2018 at Lawrence High School Sports Complex, Lawrence Mass.**

Lawrence Sports Leadership Academy (LSLA) was founded in 2016, by Beyond Soccer, Everyone's A Player and Lawrence High School to get more kids off the streets of Lawrence and onto the playing fields. The goal of LSLA is to provide youth of Lawrence access to a high-quality summer program that was otherwise unavailable and allow them to stay active, develop sports and leadership skills, gain knowledge about healthy nutrition, and help improve the quality of their lives.

LSLA will:

- Serve 200-250 Lawrence youth, ages 12-17.
- Provide an affordable top-notch sports leadership experience for \$20/week - 90% below average camp costs.
- Offer expert training in 7 sports including Baseball, Basketball, Field Hockey, Soccer, Tennis, Track & Volleyball.
- Include daily motivational speakers, leadership development, team building exercises, nutritional education and fitness options including yoga, Zumba, speed and agility.

Daily Program

MONDAY, AUGUST 6 – FRIDAY, AUGUST 10, 2018

Lawrence High School Sports Complex

Motivational Speaker • Activity – Yoga, Zumba, Speed and Agility Training

Dynamic Stretching Warm Up • Technical Sports Training

Scrimmage and Game Play

Sports Being Offered



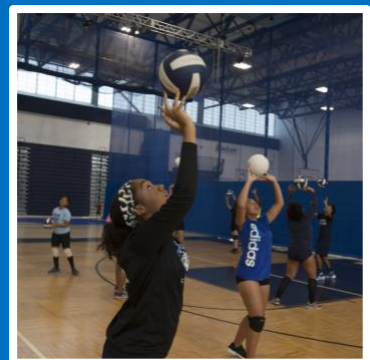
Studies show that sports increase a child's ability to lead active, healthy lives while developing many of the fundamental skills necessary for success. Children will have improved health, academic success, self-confidence, peer relationships, & teamwork skills.



Why LSLA is Critical

- Lawrence is the poorest city in the state of Massachusetts. About 29% of families live below the poverty line and 64% families are economically disadvantaged.
- The City has one of the highest youth obesity rates in the state. (42% which is significantly higher than the state average of 26%)
- It has the 2nd highest teen pregnancy rate in the state at 56.9 per 1,000 women.
- Lawrence High School has one of the lowest participation rate (15%, less than 500 of the 3,300 kids play a sport) in high school sports.

With a high percentage of low-income families in Lawrence that have little to no disposable income, access to affordable sports camps and summer enrichment programs that promote active and healthy lifestyle is limited or unavailable to them.



The “summer slide” is something that often happens to disadvantaged children during the summer months.

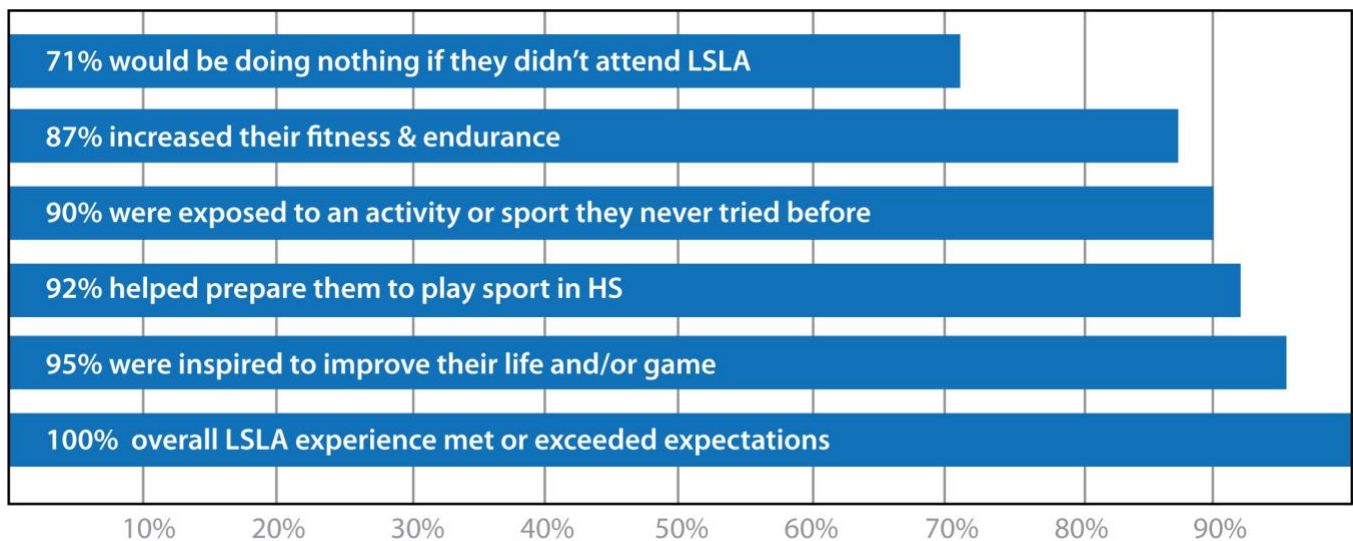
- Lower-income youth are also more likely to experience negative health outcomes, such as obesity.
- The average weight gain is three times faster

Studies have shown that participation in an active summer enrichment program is beneficial to maintain a healthy lifestyle.



LSLA is Having an Impact and Improving Lives

Survey results from campers from last two years of LSLA:



“LSLA pushed me to work harder. I didn’t realize I could dig as deep. Trainers and speakers inspired me to set goals and work towards being great! I am better because of it.”

“LSLA was the best! It was so fun and kept me interested. We did many activities every day. I learned a lot from the people who spoke especially about how to motivate myself and never give up on my dreams.”

“I loved LSLA! I became more athletic and in better shape because of it. The training made me sore but it taught me that I need to stay in shape if I want to perform better on the field.”

“The drills were great & I learned a lot of new skills & moves. I know I will be a better player next season.”



At only \$20 a week, LSLA provides a high level experience equivalent to a \$300 per week camp sport and leadership summer camp. A few of our sponsors and partners include:



Become a speaker, trainer or sponsor and help change the trajectory of a Lawrence youth life!

For more information about speaking, sports training and/or sponsorship opportunities, please contact:

Michelle from Everyone's A Player (978) 394-2350, michelle@everyonesaplayer.org

or Stephanie from Beyond Soccer (617) 970-1623, stephanie@beyondsoccerlawrence.org

Founding Organizations:



www.lawrencesportsleadershipacademy.com