

## Celebration Of Coaching

(NAPSA)—An estimated 35 percent of American youth play organized sports, and coaches spend an average of 80 hours a season with players. Coaches play an important role in shaping children's values and life experiences—and a new contest is looking to reward those dedicated individuals who reach beyond the goal line.

The Celebration of Coaching Essay Contest, sponsored by Consort Hair Care Products for Men, seeks to discover stories of coaches who go beyond teaching the fundamentals of a particular sport and help motivate players to be their best in every aspect of their lives.

Participants in sports from archery to yachting and everything in between nominate their coaches with essays of up to 150 words in length. Finalists will be judged by coaching legend Mike Ditka.

Contest winners, their coaches, and guests will have the opportunity to play in Mike Ditka's Hall of Fame Celebrity Golf Classic in Chicago. Other prizes include a portion of more than \$20,000 worth of Spalding sports equipment donated in the winning coaches name to the various sports organizations selected by nominating entrants.

Celebrate your coach by filling out the form on the back of Consort Hair Products for Men packages or send a card with your essay and contact information directly to the contest.

Completed entries should be mailed in a first-class, stamped envelope to: Consort Celebration of Coaching Contest, P.O. Box 1234, Young America, MN 55594-1234. Entries must be received by May 31, 2003.

