

# Pointers for Parents

## Helping Children Get More Out Of The Game

(NAPSA)—Regardless of what the scoreboard says, learning the basics of sportsmanship can help kids score big, whenever they compete.

That's the idea behind the *Five Golden Rules of Sportsmanship*, created in partnership with the American Youth Soccer Organization, Little League International, Girls on the Run International and new Kellogg's Frosted Flakes Gold cereal.

"The *Five Golden Rules of Sportsmanship* help kids with confidence as they deal with both challenges and accomplishments in athletics," said Olympic gold medal speed skater Bonnie Blair. "They serve as a 'playbook' for kids in practice, games and in their daily lives."

The *Five Golden Rules of Sportsmanship* give coaches and parents the tools they need to teach kids about good sportsmanship on and off the field.

**1. Play with a smile.** That means playing with passion, confidence and self-respect; being gracious in victory and defeat; and most of all having fun. Play for your love of the game, not just the trophy.

**2. Be a winner.** Winners lead by example—always playing their best, being humble and acting in good character. Bring your game to the next level by practicing hard and learning from your mistakes.

**3. Show respect.** Playing fair and following the rules is a big part of sportsmanship. Always consider your safety and the safety of others. Treat your coaches, officials, parents, fans, teammates and opponents with respect.

**4. Be a good teammate.** Being part of a team means show-



The "Five Golden Rules of Sportsmanship" help parents teach their kids about good behavior on and off the field.

ing up to practices and games on time, cooperating and being a trustworthy, loyal teammate.

**5. Find good in the game.** Instead of focusing on missed opportunities, focus on the positive points. Cheer on good plays by your teammates and opponents and congratulate effort as well as success.

As part of Kellogg Company's national Earn Your Stripes program—geared toward helping children believe in themselves, work hard to accomplish their goals and be their very best—kids are also encouraged to get enough sleep, exercise regularly and eat well. To help, parents can check out a kid-friendly yet nutritious cereal such as Kellogg's Frosted Flakes Gold.

Kellogg's Frosted Flakes Gold is not only a good source of fiber, but it also provides long-lasting energy with 10 grams of whole grain per serving that helps kids be their best. The crunchy flakes also contain real honey, so parents can feel confident that it is a cereal their kids will enjoy.

Find out more at [www.frostedflakes.com](http://www.frostedflakes.com).