



Shulman Presents Congress With New Strategy On Tackling Steroids And Sportsmanship



Washington, D.C. – February 9, 2008 –

Brian M. Shulman, CEO and founder of Learning Through Sports, Inc., brought eight years of chronological research on the effects of steroids, performance-enhancing drugs, and overall sportsmanship issues on high school and youth sports to the forefront of Congress with one purpose in mind. Shulman began by stating, “We must teach critical thinking skills to our students, their parents and coaches if we expect to improve sports in America.”

Congressman Mike McIntyre, (7th, D-NC), center, Learning Through Sports CEO Brian M. Shulman (right) and Eddie Pope, former U.S. World Cup Team and DC United player, at the Congressional Youth Sports and Youth Fitness Caucus.

Shulman presented findings to the Congressional Youth Sports Caucus and the Congressional Youth Fitness Caucus, who convened in 2007 to address youth sports issues like obesity, lack of sportsmanship, and the impact of steroids and performance enhancing drugs. More than 80 attendees, including Congressman Mike McIntyre, (D-NC), Congressman Zach Wamp, R, (R-TN), Senator Evan Bayh, (D-IN), and Congressman Ron Kind, (D-WI), gathered to address negative factors affecting youth sports across the nation.

In a twist of fate, Shulman addressed the Caucuses on the same day the nation saw Brian McNamee testify before Congress regarding allegations of steroid use among professional baseball players. Roger Clemens testified before Congress four days later.

To the Caucus, Shulman offered solutions for refocusing youth sports toward a thinking methodology regarding sportsmanship, where issues like performance-enhancing drugs, obesity and sportsmanship all play critical roles in the experiences of youth and high school sports. Through a web-based educational tool called *STAR Sportsmanship*[™] and partnerships with 10 state athletic associations (including Texas, Florida, Alabama, Pennsylvania and Mississippi), Learning Through Sports has reached more than 800,000 students, 15,000 coaches and 25,000 parents to improve sports in their states.

Their research indicates that using the STAR program is yielding powerful results. The best examples can be seen in Alabama and Pennsylvania, where officials made STAR a priority and measured ejections of their athletes throughout the individual school districts. Alabama high school athletics experienced a 41% reduction in ejections, while ejections in several Pennsylvania districts were virtually eliminated.

This unprecedented success has captured the attention of state policymakers who are mandating completion of the STAR program as an eligibility requirement in high school athletic programs across the United States.

Shulman concluded his remarks to Congress by stating, “Today’s kids learn differently than their parents did, so we must teach them differently if we are going to make an impact. Web-based educational programs integrated with video games and video messages from positive, professional and collegiate athlete role models do work.”

“The K-12 learning environment is utilizing the practice fields to extend the school day. Educating student athletes about core values works and must be better emphasized if we want to see a difference in this country. Increased ejections over the years make it clear that if we do not take this step today, none of us will want to attend Saturday afternoon youth baseball games or Friday night high school football games. Perhaps what’s most scary is that our kids won’t even want to play in them,” Shulman said.

As high school athletic associations see the value of such a system in helping them administrate high school athletic programs and combat day-to-day problems found in high school sports, Learning Through Sports will continue to be the leader in providing engaging, practical systems that address the core values of sportsmanship and its role in the sports experiences of each player, coach, parent and fan.

About Learning Through Sports:

Learning Through Sports, Inc., is a leading educational publisher of digital game-based learning programs for K-12. The company publishes *Kid's College®*, a math & literacy intervention program that has proven effective in raising test scores for underachieving students, and *STAR™ Sportsmanship*, the first interactive sports video game to teach sportsmanship.

About STAR™ Sportsmanship:

Created by a group of education and athletic specialists, the award-winning *STAR Sportsmanship* program is the first online sports video game to teach sportsmanship. Designed to train the brain to Stop and Think before acting on impulse using role-playing exercises and modeling of consequences, STAR includes 7 age-appropriate versions for: Elementary, Middle School, Junior High, High School, Coaches, Youth Coaches, and Parents. The program has been proven effective in improving student behavior on the field and in classrooms and is gaining nationwide attention. For Success Stories, a preview and more, visit

www.learningthroughsports.com/star.html.

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