



LIFE INSURANCE COMPANY

## NEWS RELEASE

**SEPTEMBER 28, 2016**

**PRESS RELEASE (FOR IMMEDIATE RELEASE)**

### **SAGICOR LIFE INSURANCE COMPANY SPONSORS PCA-TAMPA BAY TRIPLE-IMPACT COMPETITOR® SCHOLARSHIP PROGRAM**

**Tampa, Florida September 28, 2016** – Positive Coaching Alliance-Tampa Bay, the local chapter of the national non-profit Positive Coaching Alliance that develops “Better Athletes, Better People” through youth and high school sports – welcomes Sagicor Life Insurance Company as the presenting sponsor of the Class of 2017 Triple-Impact Competitor® Scholarship Awards.

PCA-Tampa Bay’s program honors area high school student-athletes who impact sport on three levels by improving oneself, teammates and the game as a whole. Those principles for excellence athletically and in terms of character-education advance a model of student-athlete that PCA-Tampa Bay cultivates in live group workshops and other resources reaching student-athletes throughout the Tampa Bay region.

“New support from Sagicor Life fully underwrites the scholarships we will present at our awards ceremony in Spring 2017,” said PCA-Tampa Bay Chapter Executive Director Mark Sakalosky. “Sagicor Life’s generosity will greatly assist the student-athletes we honor, including some who will be the first in their family to attend college. Sagicor Life’s support also elevates the human spirit through sports and character-education by helping us raise the profile of so many young people doing things the right way.”

PCA nationally received over 3,000 applications for Triple-Impact Competitor scholarships from the Class of 2017. All submitted essays explaining how they embody the Triple-Impact Competitor ideal and three testimonial letters from among their coaches, athletic directors, teammates, employers and civic/religious leaders. PCA-Tampa Bay will soon name 25 finalists, who will be interviewed by members of a selection committee, an experience that in-and-of-itself helps prepare the candidates for life beyond their sports endeavors.

“Sagicor Life recognizes the important role that high school sports plays in the Tampa Bay community,” said Bart Catmull, President, Sagicor Life Insurance Company. “Student-athletes who participate in high school sports gain the opportunity to learn important lessons that benefit them not only on the playing field, but in every aspect of their lives. We are proud to join PCA-Tampa Bay and recognize student-athletes who embody the principles of a Triple-Impact Competitor committed to making themselves better, their teammates better and the game better.”

#### **About Positive Coaching Alliance and PCA-Tampa Bay**

Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, administrators and student-athletes. In addition to 1,000+ free audio-video and printable tips and tools at [www.PCAdDevZone.org](http://www.PCAdDevZone.org), PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a positive, character-building youth sports culture.

PCA-Tampa Bay launched in 2014 with financial support from the Tampa Bay Rays, Tampa Bay Lightning, and Triad Foundation and a Chapter Board comprised on sports, business and civic leaders from throughout the Tampa Bay community. PCA resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a Development Zone™ culture, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

- The Double-Goal Coach®, who strives to win while also pursuing the more important goal of teaching life lessons through sports
- The Second-Goal Parent®, who concentrates on life lessons, while letting coaches and athletes focus on competing
- The Triple-Impact Competitor®, who strives to impact sport on three levels by improving oneself, teammates and the game as a whole.

PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.

#### **About Sagicor Life**

Sagicor Life Insurance Company is a full-service life insurance company that helps clients make wise financial decisions today to ensure they're protected tomorrow. Sagicor is licensed in 45 states and the District of Columbia and is rated "A-" (Excellent) by A.M. Best Company (4th best out of 16 possible ratings). Sagicor is a wholly-owned subsidiary of Sagicor Financial Corporation. Founded in 1840, it is one of the oldest insurance groups in the Americas, with operations in 22 countries mainly in the United States, Central America and the Caribbean. Sagicor is committed to offering customers world-class service with integrity and value.

#### **POSITIVE COACHING ALLIANCE-TAMPA BAY - CONTACT INFORMATION**

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