

FOR IMMEDIATE RELEASE

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## **Twist of Faith Enlightens Young Athletes**

*New Sports Ministry Transforms Families Approach to Youth Sports*

Newtown, CT -- Millions of children who participate in competitive youth sports can meet the greatest coach they will know and discover the key to improved performance, joy and contentment in the new guidebook, *Good News for Young Athletes: Winning Strategies for Sports and Life*. Filled with scripture-based, field-tested advice and suggested activities, the book is a tool for parents to use with children to navigate the sometimes tumultuous waters of youth sports from a faith perspective. It is the founding document of the new sports ministry, Hidden Rock Sports, LLC, which is dedicated to building the bridge between faith and youth sports. The ministry also features a website, [www.hiddenrocksports.com](http://www.hiddenrocksports.com), that provides real life faith and sports stories and an interactive blog to encourage families to make faith an active part of their sports life.

“As our children progressed in competitive youth sports, it became clear that the toxic culture was limiting their enjoyment. Our search for a solution led us to an invaluable resource, the Bible. We believe that through sports our children can get to know God in a more personal way, which, in effect, will improve their game and strengthen their character. The benefits of this relationship will transcend sports and spill over into all facets of their lives,” said John Moulder, who with his wife Laura founded the ministry.

### ***The guidebook***

The issues associated with the inevitable ups and downs of athletic competition are varied and complex. Everything from interacting with teammates and coaches to dealing with skill level and achievement goals can be challenging for young athletes. Written to address these and other situations commonly encountered by children playing competitive sports, *Good News For Young Athletes* is a first of its kind resource . Topics including Hard Work, Anxiety, Commitment, Perseverance , Pride, Balance and Contentment will ring bells with parents and children who can benefit from the scriptural insights, field tested tips, illustrative stories and recommended activities provided throughout the book.

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***The website***

The hub of this evangelization is a website, [www.hiddenrocksports.com](http://www.hiddenrocksports.com), where parents are encouraged to communicate with each other through blog submissions highlighting their experiences with youth sports. A regularly updated library of faith and sports in the news articles from around the country provides a font of uplifting stories about athletes, young and old, famous and anonymous, who are blending faith and sports with positive results. These stories can be used to start meaningful family discussions and provide wonderful role models/situations for young athletes as they embark on their faith and sports journey. The site also features a shop that carries the guidebook, inspirational wall art, motivational dog tags and t-shirts..

The guidebook retails for \$14.95 and can be found at select Barnes & Noble stores, including, Danbury, CT, [barnesandnoble.com](http://barnesandnoble.com), [www.amazon.com](http://www.amazon.com) as well as at [www.hiddenrocksports.com](http://www.hiddenrocksports.com). Bulk order pricing is also available. For more information about Hidden Rock Sports,LLC including a digital or paperback copy of *Good News for Young Athletes*, contact [Laura@hiddenrocksports.com](mailto:Laura@hiddenrocksports.com) or 203-241-5245.

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