



**PRESS RELEASE**

For immediate release: July 29, 2010

Contact: Annie Young

Phone: (888) 299-5350

Fax: (914) 833-0761

Email: [young@eyeoneducation.com](mailto:young@eyeoneducation.com)

**HAWORTH AND WHITAKER REVEAL  
WHAT GREAT ATHLETIC COACHES DO DIFFERENTLY**

**Larchmont, NY** – Why do some athletic coaches succeed every season while others suffer loss after loss? In their new book, *What Great Coaches Do Differently*, Rob Haworth, a Vice-President of the National Association of Intercollegiate Athletics (NAIA) and Todd Whitaker, bestselling author and educator, describe the beliefs and behaviors of successful school sports coaches, coaches who consistently lead their teams to victory. They also explore the qualities of champion athletes and parents.

Where do great coaches focus their attention? How do they spend their time and energy? And how can others gain the same advantages? Applying and extending the ideas presented in Whitaker's *What Great Teachers Do Differently*, the authors answer these questions and more.

“This book is intended to help you branch out as a coach and to examine the practices of great coaches,” the authors write. “It is not about the tactical and technical aspects of sports...It is about who we are as coaches; more directly, it is about what we do as coaches.”

Eye On Education publishes practical resources for teachers, principals, administrators, and other educators on topics such as literacy, professional development, educational leadership, and school improvement.

# # #

For information or to request media review copies, please contact Annie Young at (888) 299-5350 or [young@eyeoneducation.com](mailto:young@eyeoneducation.com).