

SNOWFLAKES

BILL KOCH LEAGUE
NEW ENGLAND NORDIC SKI ASSOCIATION



Now more than ever, Bill Koch Leagues are one of the most valuable ways to introduce youth to sport, a love of the outdoors and an outlet for play. Has anyone ever asked you why their child should join a BKL? Here are just a few reasons that they should join too:

- **Deliberate PLAY:** At the heart of BKL's are games. Something that our youth does not get enough of anymore. Sports Phycologist Jean Cote says, "To promote lifelong, intrinsically motivated sport participation, it is imperative to build a foundation during childhood. Inclusion of high amounts of deliberate play actives early in development provides that motivational foundation." Learning by doing is the primary teaching style of BKL's, meaning your child will get a lot of deliberate PLAY time at a BKL practice!



- **Diversification:** BKLs ensure that youth are multisport athletes, because skiing isn't always available, practices are sometimes on foot, and there are 3 other seasons for youth to choose different sports. Research shows that early participant in multiple sports leads to better overall motor and athletic development, less overuse injuries and burnout, and kids will be more likely to play sports longer throughout life.



- **Healthy competition:** All NEBKL activities and competitions are designed to teach each young athlete to participate to the best of his or her respective abilities. The focus of a BKL is always on what is best for your child, and when asked in surveys, 9 out of 10 kids says "FUN" is the main reason they participate in sports. Results and winning are often the priority of adults, while children mostly want a venue to try their best.



- **Active for life:** Joining a BKL means that you as a parent are often on skis or participating in some way. BKLs are focused on community and creating a lifelong love for being active outside. Skiing is a low impact sport that can be done for life.

Have questions about any of these reasons to join a BKL? Come to our BKL Info Session – see Events.

Research and statistics cited from the Aspen Institute's [Project Play](#) Report: *Sport for All, Play for Life: A Playbook to Get Every Kid in the Game*