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**THE AMERICAN TOURNAMENT ORGANIZERS ALLIANCE ANNOUNCE PLANS TO ELIMINATE UNRULY BEHAVIOR DURING BASKETBALL COMPETITIONS AROUND THE COUNTRY**

**ATLANTA, GA** – Seeking to stem the tide involving any on or off court problems during their basketball events, the American Tournament Organizers Alliance (ATOA) today announced plans to eliminate unruly behavior during any youth basketball games moving forward.

“Our mission is to provide a healthy environment when kids, coaches, officials and families participate in our events,” said ATOA co-founder Kim Coleman, “and we want our local, regional and national competitions to always reflect those ideals. At the end of the day, sports should offer a release from the troubles of our daily lives; and for those playing in and/or attending our games must realize that if they elect to engage in behavior unbecoming to good sportsmanship; our membership guidelines will take swift and appropriate action.”

In the company’s bylaws, the ATOA states that the mission of the organization is to serve its members by providing leadership and guidelines for the administration of youth basketball events, which will enhance the tournament experiences for all student-athletes thru sportsmanship which will develop good citizens through interscholastic athletics, which provide equitable opportunities, positive recognition and learning experiences to students while maximizing the achievement of their athletic goals.

“We are certainly not trying to eliminate or restrict emotion in our games,” added Coleman, “but temper tantrums, poor sportsmanship, violent confrontations and more have become commonplace in youth sports programs than ever before. Our goal is to eliminate this as best we can from youth basketball.”

With sanctioned tournaments across the United States, the ATOA wants participants to understand that those who do not abide by the rules or guidelines established by the organization, will be labeled as first-time offenders and prevented from participating and attending its team’s next ATOA tournament and/or event.



Teams, programs, facility owners and/or tournament directors who would like to a part of the American Tournament Organizers Alliance, please contact us at 770.429.0509 or [americantournamentorganizers@gmail.com](mailto:americantournamentorganizers@gmail.com)

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**Youth Basketball needs You!!!**

