

Contact:

Dave Hollander

Publisher and Editor-in-Chief

646.442.1641

dhollander@manhattanmedia.com

**NYC YOUTH SPORTS TAKE A BOW AT 1ST ANNUAL PINKY AWARDS
New York Family Sports and The Princeton Review Honor Local Teams, Coaches**

<FOR IMMEDIATE RELEASE>

November 14, 2009 -- New York Family Sports, the only youth sports publication in NYC, is holding the 2009 PINKY AWARDS—New York’s FIRST-EVER umbrella awards show for local non-scholastic youth sports organizations on Monday night, December 14, 7:30 pm at The Kaye Playhouse at Hunter College. At this Oscars-meets-ESPYS night of glitz, celebrity guest presenters will hand out over 250 PINKY Award Trophies to local youth sports teams and outstanding coaches based on nominations received from over 120 local youth sports organizations. Official Education Sponsor The Princeton Review will make a special presentation to one team, giving an “Athletes & Academics Award” to a team selected by them and 2009 PINKYS Advisory Board.

“For the past 12 months, *New York Family Sports* has been dedicated to promoting, informing, education and enabling NYC youth – any age, any level any sport – who are having fun playing sports in New York,” said Dave Hollander, *New York Family Sports* Publisher and Editor-in-Chief, who conceived of the PINKYS. “It’s time to say thank you those hundreds of non-scholastic leagues all over the city – tens of thousands of kids, families and coaches who play and create play all on their own.”

The PINKYS consist of seven team awards and four coaches awards. A full list of awards and names of award winners are on the second page of the release.

“The awards have less to do with wins and losses than the commitment and the journey,” explained Hollander. “We only give awards to teams and coaches – no all-stars, no MVPS.”

The Princeton Review “Athletes & Academics Award” is also a team award.

“Teachers and tutors are always making sports analogies to drive a point home,” said Rob Franek Senior Vice President - Publisher, The Princeton Review. “That’s because there’s truth to not only the similarity between athletic and academic preparation but total compatibility between sports and education. We wanted to shine a light on a youth sports organization that successfully stresses both equally, and The PINKY Awards was the perfect stage – literally – to do it.”

2009 PINKY AWARDS SPONSORS: In addition to **Official Education Sponsor The Princeton Review**, **WPIX-11** is the **Official Broadcast Media Sponsor** running :30 PSA’s promoting the 2009 PINKY Awards from November 14 through December 14.

Additional sponsors are **Asphalt Green, BlueStreak at Chelsea Piers, Downtown United Soccer Club/Gotham Girls FC, the JCC in Manhattan, Empire Promotions, Topps, ESPN Zone, S2H.com, Sky Blue FC with Official Rental Car Sponsor Mint Rental Car and Hospitality Sponsors Peanut Butter & Co., Yerba Buena and Boylan Bottling Co.**

ABOUT New York Family Sports: New York Family Sports, the only youth sports publication – monthly magazine, website, weekly e-newsletter -- in NYC dedicated to promoting, informing, education and enabling NYC youth – any age, any level any sport – who are having fun playing sports in New York No other publication serves as a central clearinghouse for the what, how, when and where of all youth sports information, leagues, activates, events and facilities. New York Family Sports part of Manhattan Media, the leading publisher of community publication in New York. For more info: www.newyorkfamilysports.com

ABOUT The Princeton Review: **coming soon**

Confirmed Celebrity Presenters (to date):

Damien Woody, New York Jets; Dominique Dawes, 3-Time Olympic Gold Medalist Gymnastics; Sanya Richards, Olympic Gold Medalist, Track & Field; Christie Rampone, Team USA Women's Soccer/Sky Blue FC; Kaity Tong, PIX-11 News; Jim Watkins, PIX-11 News .. MORE TO BE ANNOUNCED!

2009 PINKY AWARD WINNERS

- TRIUMPH OVER ADVERSITY AWARD—Asphalt Green U14 Girls Soccer
- ROAD TRIP OF THE YEAR— Chelsea Piers Girls Gymnastics Team
- SPORTSMANSHIP AWARD —(TIE!) Gotham Girls Chargers/New York Dragons Travel Basketball, 4th Grade
- UNDERDOG OF THE YEAR AWARD— (TIE!) Yorkville Eagles U9 Girls Basketball/Yorkville Eagles U8 Boys Baseball
- 2009 COACHES AWARDS— Brian Brown, Head Coach of the AGUA Swim Team, Andrew J. Perel, Manhattan Youth Baseball Academy, Kevin Guthrie YYAA Flag Football, Duane Castleberry - JCC Athletics Director/Coach
- THE PRINCETON REVIEW ATHLETES & ACADEMICS AWARD—Metropolis Track Club, Girls Team
- GAME OF THE YEAR— MYB All Stars v. Mt. Vernon Tigers Club
- TEAM OF THE YEAR—Asphalt Green Unified Aquatics Women's National Team