



Press Release

City of Los Angeles
Department of Recreation and Parks

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FOR IMMEDIATE RELEASE

City of Los Angeles and Nike Team Up to Announce the Next Phase of Groundbreaking Youth Sports Coaching Initiative in the City

The CoachLA Plan promotes inclusive coaching practices in parks and recreation centers throughout Los Angeles to establish coaching standards for youth sports

Los Angeles (May 21, 2024) – To continue to elevate equitable coaching standards in youth sports, the City of Los Angeles and NIKE, Inc. have come together to announce the next phase of their partnership with the launch of CoachLA Plan. The goal of this initiative is to create a positive sports experience for all kids participating in the city’s Recreation and Parks (RAP) recreational programs.

The new partnership, fueled by Nike’s \$1 million investment over five years, will embed the CoachLA Plan into RAP’s core programming principles to establish coaching standards for youth sports programs. Developed with the assistance of the Center for Healing and Justice Through Sport (CHJS), the Plan provides a comprehensive coaching guide including coaching standards and direction for coaches to create early positive experiences for youth participating in sports. The Plan places kids at the center, and focuses on the core tenets of belonging, readiness and development to support coaches in providing efficient and equitable play across all sports and genders among youth participating in their city programs.

The CoachLA Plan marks the latest installment of the partnership between RAP and Nike that originated with the Women Coach LA pilot program launch in 2019, and saw a 50% increase of women coaches in city programs, and the [CoachLA Playbook](#) introduced in April 2023. Now the CoachLA Plan is set to enhance the quality of youth sports coaching while promoting gender equity and inclusivity, and inspiring excellence in the coaching ranks leading up to the 2028 Summer Olympics in Los Angeles. Like the spirit of the Olympic Games, the CoachLA Plan aims to revolutionize youth sports coaching in the city to increase representation from marginalized and underrepresented segments of our community.

“Park access and equity is vital,” said Mayor Karen Bass. “I want to congratulate the Recreation and Parks Department on this important public-private partnership to improve the lives of young Angelenos throughout Los Angeles.”

(more)

The citywide CoachLA Plan will focus on comprehensive training and development resources that emphasize inclusive coaching practices. The resources help equip and inspire volunteer and part-time coaches to help all kids in their programs feel welcomed and supported.

“We are looking forward to strengthening our partnership with Nike and continuing our efforts to grow this extremely important initiative and enter into the next phase of our collaboration with the CoachLA Plan,” said Jimmy Kim, General Manager, Recreation and Parks Department. “Great coaches are an integral part of the equation in making playing sports a positive experience for all Los Angeles youth. Our department is committed to this initiative, together with Nike, because we believe it’s a catalyst to building healthy communities.

The CoachLA Plan aims to inspire excellence in coaching youth sports across recreational programs throughout the city. It has been designed to provide coaches with the essential tools and training necessary to help create early positive experiences in sports for young participants.

“As a company founded by a coach and an athlete, we believe all youth deserve a great coach, to help coach their dreams and achieve their greatest potential. This aspiration fuels us at Nike and we’re excited that Nike and the Los Angeles Department of Recreation and Parks are powering the future of youth sport in LA by training staff and coaches to put kids at the center,” said Vanessa Garcia-Brito, VP, Chief Impact Officer at Nike.

For more information about the CoachLA Plan initiative or upcoming opportunities for coaches, volunteers or participants, please visit us at LAParks.org or call us at (213) 202-2700.

About the Department of Recreation and Parks

Recreation and Parks provide affordable recreational, physical and cultural opportunities for all Los Angeles residents, with a focus on families, youth development and building healthy communities. The programs and services offered by the Department provide excellent value and quality, and emphasize the equitable distribution of resources throughout the City. Programs are offered in safe, attractive and well-maintained facilities that reflect the public's needs and interests. Visit laparks.org to learn more.

About Nike

NIKE, Inc., headquartered in Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Converse, a wholly owned NIKE, Inc. subsidiary brand, designs, markets and distributes athletic lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.'s earnings releases and other financial information are available on the Internet at <https://investors.nike.com/>. Individuals can also visit <https://about.nike.com/> and follow NIKE on Twitter, LinkedIn, Instagram and YouTube.

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