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***Building and Achieving Your Community Vision***

**Winning Communities Seeks Sports Team Coaches' Help to  
Inspire Cities, Towns and Counties to Win**

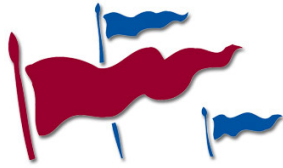
**FOR IMMEDIATE RELEASE**

**Indianapolis, Indiana – January 14, 2010** — Indiana community planning and consulting firm Winning Communities, Inc. announced today its new *Coaches for a Winning Community* program, aimed at helping communities succeed through a partnership with local sports team coaches and coaching organizations.

Now more than ever, America's communities need leadership, a vision and a plan for future success. As leaders of our communities, sports team coaches represent optimism and can inspire teams to win through teamwork, preparation and execution. Winning Communities founder Jim Dittoe believes that communities – like sports teams – need to share the same vision, game plan and desire to win. He is seeking partnerships with local coaches, whether small-town football coaches or nationally recognized basketball coaches, to help their local city, town, county succeed through the *Certified Winning Community* program.

“Many coaches are already actively involved in speaking and participating in projects throughout their community, so this is a natural extension of those efforts,” said Dittoe. “Through this program, coaches will have the opportunity to help drive economic development for their city, town or county and also gain positive exposure for their community and team.”

During this 90-day process, outlined in Dittoe's book, *90 Days to a Winning Community: A Guide to Achieving Your Community Vision*, Winning Communities, in partnership with sports coaches, will convene other community leaders and citizens to discuss and develop a comprehensive plan outlining the community's vision, goals and action plans for achievement. The coaches' involvement may vary from speaking at the kickoff event to participating in the actual planning process. Following the completion of the plan, Winning Communities helps each community follow-through with the action items outlined in their plan. Following the process, the community can develop, find funding for and/or introduce new community programs and projects. When the community makes significant progress toward achieving its vision and action plan, Winning Communities and the local sports coaches will designate the city, town or county as a *Certified*



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*Winning Community* and it will receive a special award from the coaches during a public ceremony.

For more information about how your community can participate in the *Coaches for a Winning Community* and the *Certified Winning Community* program, please contact Jim Dittoe at (317) 402-0524, or email [jim@winningcommunities.com](mailto:jim@winningcommunities.com).

**About Winning Communities:**

Winning Communities is a community vision planning and coaching organization that has facilitated numerous community vision and action plans for villages, cities, towns and counties. Jim Dittoe, president and founder of Winning Communities, Inc., has been building community progress in the Midwest for more than 30 years. His book, *90 Days to a Winning Community: A Guide to Achieving Your Community Vision*, gives an inspirational and practical how-to guide to action planning for community leaders. The company's *Certified Winning Community* program is open to any community that seeks to create a vision and action plan for its future success. For more information about Winning Communities, contact Jim Dittoe at (317) 402-0524, email [jim@winningcommunities.com](mailto:jim@winningcommunities.com), or visit [www.winningcommunities.com](http://www.winningcommunities.com).

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