

JOINT PR + PRESS

Dr. Amanda Stanec and Richard Way, MBA are globally recognized experts dedicated to transforming youth sports into a joyful, inclusive, and growth-oriented experience. Their combined expertise in sport development, physical literacy, and education has empowered parents, coaches, and organizations worldwide to prioritize the holistic development of young athletes.

Dr. Stanec, a PhD graduate from the University of Virginia and an accomplished researcher, has published extensively on physical education and youth sport. She has worked with leading organizations, including the International Olympic Committee and the Jackie Joyner-Kersey Foundation, to promote equitable access and positive experiences in sport.

Richard Way, CEO of the Sport for Life Society, is the architect of the Long-Term Athlete Development Framework, implemented in over 100 countries. His leadership has garnered global recognition, including the Canadian Medical Association's Award for Excellence in Health Promotion, and he continues to influence quality sport through innovation and collaboration.

Together, they collaborated on *Protect the Joy: A Positive, Collaborative Approach to Youth Sport*, a transformative guide that challenges conventional models by emphasizing empathy, collaboration, and fun. The book inspires actionable change, making youth sports a vehicle for lifelong physical and emotional well-being.

Dr. Stanec and Mr. Way are sought-after keynote speakers and media contributors. They blend academic rigour with real-world experience and humor as they inspire audiences to embrace a brighter, more positive future for youth sports.

Book Them Today: Engage with Amanda and Richard to bring their unparalleled insights and practical strategies to your next event or media platform.

AMANDA'S SOLO BIO

Dr. Amanda Stanec was born and raised in Nova Scotia, Canada where she attended and played soccer for St. Francis Xavier University. Through these years, she developed a strong work ethic to accompany her active lifestyle and positive outlook on life. She attended Virginia Commonwealth University where she attained a Masters of Science with an emphasis in Physical Education Pedagogy and Sport Psychology. Later, Amanda earned a PhD program from the University of Virginia where she was recognized as the outstanding doctoral student in her graduating year.

Further achievements include the publication of more than twenty articles as well as co-authoring several book chapters related to physical education, sport, health, and wellness topics. She has served as a Director on Boards of various sport organizations and past clients

include the International Olympic Committee, True Sport, and the Jackie Joyner-Kersey Foundation.

Amanda and her partner, Jim Stanec, live in St Louis, MO and are the proud parents of three daughters. As a family, they enjoy mountain biking, surfing and snowboarding as a family, and cheering each other on in various sporting events.

RICHARD'S SOLO BIO

Richard Way, MBA is CEO of the Sport for Life Society and the Physical Literacy for Life Charity, an architect of the Long-Term Athlete Development Framework, and co-author of the book Long-Term Athlete Development.

Way is a founding member of the International Physical Literacy Association and served as director of sport for Vancouver's successful 2010 Winter Olympic Games bid. He has been a commission member of the International Luge Federation, a Canadian Luge Association board member, and a founder of the Calgary Luge Club and B.C. Luge.

As an athlete, Way represented Canada in nine natural luge world championships and was an All-Canadian West in soccer for the University of Calgary. In 2022, he was inducted into the Victoria Sports Hall of Fame.

Way is a husband and father of three children, each of which have enjoyed sports at many levels including two who played university sport while the third represented their province at national championships. One daughter now plays soccer professionally in Europe.