



Acton-Boxboro Youth Soccer

TO: ABYS SOCCER COMMUNITY
FROM: ABYS BOD
SUBJECT: PARTERSHIP ANNOUNCEMENT
DATE: 2/4/2010
CC: *ACTON BEACON*

Dear Parents and players.

The ABYS board is proud and very excited to announce a new strategic partnership arrangement with Challenger Sports (www.challengersports.com) the partnership was sealed after a number of soccer services organizations supplied proposals with the aim of securing a prestigious partnership arrangement with ABYS. Three organizations were shortlisted and after a detailed review of the services on offer, Challenger were chosen as the preferred partner. Their professional approach, detailed curriculum's, range of services and availability of experienced and professional coaching staff, aligned well with the ABYS strategic plan.

The impetus for this new arrangement comes from the feedback received from our members in a recent survey and compliments the appointment of our new director of coaching, Mitch Doherty.

ABYS are seeking to provide a broader range of quality sustainable services through collaboration with a professional organization and Challenger who themselves are experiencing massive growth in the USA, Australia and Canada, were impressive with their approach, integrity and enthusiasm and worked hard at creating a viable relationship with ABYS, Challenger pride themselves on being the largest UK soccer camps organization in the US, with over 100,000 players attending their camps last year, but who also offer a range of other services including the full spectrum of professional coaching models, player development curriculums, coach education (*in conjunction with the NSCAA – National Soccer Coaches of America Association*) online coach and parent resources, tournament management, tours, clinics, plus uniform and equipment sales.

Importantly for ABYS, Challenger has a rigorous and detailed approach to selecting their coaches, all are experienced, licensed professionals who must have passed a series of on-field and classroom tests as well as a round of personal interviews prior to receiving a contract.

Challenger is well positioned to support and assist ABYS after clocking up many years of experience with soccer clubs, communities and a variety of soccer stakeholders around the country.

Under the leadership of ABYS director of coaching Mitch Doherty, Challenger will pool their boundless resources to help in establishing and delivering age and skill specific curriculum's for players, plus structured programs to nurture coach and club development,

Challenger has recently acquired Brazil's largest soccer clinics organization, "**Tetra Brazil**" confirming their intentions to remain as a market leader and number one provider of soccer services.

For the 2010 spring season, Challenger will provide ABYS with four professional coaches to work on the ABYS development program and it is our intention to ensure that all our players and coaches will have the opportunity to benefit immediately from this investment.

In addition to the new partnership arrangement, ABYS will also be unveiling their own in-house initiative, of a structured goalkeeper development program for both recreational and travel players.

The foundations for the future are being put in place right now, with these initiatives we intend to enhance the standing of ABYS as a sporting organization in the community, while increasing opportunities for all our existing and new players, coaches and members.

Comments from Challenger Regional Director Alex Green

"Challenger is thrilled with the opportunity to bring our best in class coaching expertise and time-honored experience with developing the next generation of youth soccer stars to the communities of Acton & Boxboro. We look forward to working with Mitch Doherty and the ABYS board as we collaborate to enhance the training experience, elevate players' skill sets to the next level while instilling in them the good sportsmanship and values that are paramount to the success of any soccer program"

For any questions regarding this exciting strategic partnership, please contact Mitch Doherty on (978) 844-6589

