

## **TWENTY-FOUR ELITE YOUTH SOCCER CLUBS LAUNCH THE WESTERN COLLEGE DEVELOPMENT ACADEMY**

SEATTLE (June 14, 2010) – A new premier youth soccer program focused on established, elite clubs delivering consistent, high-quality competition and college readiness services for its members launches today. Twenty-four youth soccer clubs across the western United States have formed the Western College Development Academy, which debuts this summer with teams representing clubs in Washington, Oregon, California, Arizona, New Mexico, Utah, Nevada and Colorado.

A primary objective of the WCDA is to provide consistent high-quality competition and enhanced college readiness opportunities for their elite soccer players. The Academy will also provide an improved scouting environment for college coaches by bringing all of the teams together for a showcase event in Las Vegas, Nevada in November, 2010. In addition, the WCDA is creating a College Advisory Board composed of coaches from Division I, II and III soccer programs who will provide guidance and direction over the college readiness component of the Academy.

Academy clubs were chosen by the WCDA's Soccer Advisory Board based on a number of criteria, including a club's history of elite youth player development and past success in elite competitions. The WCDA's website, located at [www.westerncda.com](http://www.westerncda.com), will be live on June 25, 2010.

The WCDA is a supplemental program, and member teams will continue to play in other leagues, tournaments and State Cup competitions. Players will also be able to participate on their high school teams.

"I'm very excited about the establishment of the Western College Development Academy," said Bernie James, Director of Coaching at Crossfire Premier. One of our motivating factors is to provide a higher level of competition for our players who are not participating in the USSF Development Academy. Participation in the WCDA will provide the tools and the opportunity for our players to achieve their goals and advance their soccer careers, hopefully on the way to the college program of their choice."

Noah Gins, Technical Director, Albion SC, added, "The WCDA is forward thinking and it has brought top clubs together to continue advancing players and showcase the top clubs in the region. The opportunities our players will get from being part of this program will open doors that otherwise would not be open and enhance our players' chances of college recruitment. We look forward to being part of this inaugural year and helping this league gain some great momentum."

The WCDA has been divided into 3 conferences comprised of 8 teams. Conferences are further divided into 6 groups based on geographic proximity. Schedules are crafted to minimize travel costs for families. Academy teams will play 16 matches across a complete season with the winner of each conference and one wildcard participating in the annual Academy Finals in June, 2011 at 60 Acres in Redmond, Washington.

"The Soccer Advisory Board's desire is to make every effort to use this unique, cooperative relationship to increase the profile of each club, and we look forward to a long and mutually prosperous relationship among our member clubs," said Greg Ion. "We're creating a solid foundation. We're going to have a first-class college prep infrastructure and a support system that caters to the clubs and their member families."

**Evergreen Conference:** Eastside United F.C., F.C. Portland, Crossfire Premier, Washington Premier F.C., San Juan Soccer Club, Placer United Soccer Club, Marin F.C., DeAnza Force Soccer Club

**Mountain Conference:** Neusport F.C., Downtown Las Vegas Soccer Club, Sparta United, La Roca Futbol Club, Rio Vista Football Club, New Mexico Rush Soccer Club, Real Colorado, Colorado Storm Soccer Club

**Pacific Conference:** West Coast Futbol Club, F.C. San Diego, **Albion SC**, Sereno Soccer Club, SC del Sol, Carlsbad Lightning Soccer Club, Fullerton Rangers Soccer Club