



## SoccerPlus FC and Glastonbury Hartwell Soccer Club Announce New Affiliation

### Cutting-edge soccer experience for youth players and coaches in Glastonbury's recreation and town soccer program

**Glastonbury, Connecticut – January 26, 2009** – Glastonbury-Hartwell Soccer Club, Inc. and SoccerPlus FC are delighted to announce a three-year partnership agreement in which SoccerPlus FC will provide on and off-the-field support for Glastonbury players and coaches.

Glastonbury Hartwell SC, long known as one of the most well respected soccer clubs in the state, provides the opportunity to play recreational and competitive soccer to over 2000 town youth. SoccerPlus FC, a Farmington, CT-based organization, will institute a number of strategic development initiatives for players and coaches within the club. Included, as one component of the agreement, is the creation of the Glastonbury-Hartwell Soccer Institute, a program to ensure all participants receive developmentally appropriate coaching and acquire fundamental skills. The Institute will afford every child the opportunity to develop at their own pace with strong emphasis on learning, confidence building and team camaraderie.

With this move, the Board of Glastonbury Hartwell SC has clearly demonstrated their commitment to their club players and their parents. Said David Newbery, Business Development Manager for SoccerPlus FC, "Our unique approach offers solutions for the perennial issues town soccer programs encounter, namely: attracting volunteers, developing and uncovering coaching talent, limiting attrition of young players from the game, losing players to premier programs and engaging parents." SoccerPlus FC is the right partner to address these concerns, newly-appointed Glastonbury Hartwell SC President Autumn Zank feels. "We have realized a shared vision with SoccerPlus FC, one where our players can leverage and improve their soccer skills, while also developing their life skills as future leaders in our community. The wealth of expertise, tools, and resources of the SoccerPlus FC team will enable us to improve our existing programs and to develop new ones to meet the ever growing needs of our young players and their families. We welcome SoccerPlus FC to the Glastonbury soccer community and look forward to our joint success."

The strategic planning process starts this week with Members of the Board and club coaches. By the end of the Spring, the soccer club's own player development curriculum, coach training program and parent education program will be in place. SoccerPlus FC professional coaching educators, trainers, and mentors will take to the field at the commencement of the Fall season. In addition, players and parents will have the benefit of oversight by SoccerPlus FC owner and the United States' most successful soccer coach, Tony DiCicco. As a Head Coach, Tony is a two-time World Cup Champion as well as an Olympic Gold medal winning coach and currently head coach of the Boston Breakers. Of the new partnership DiCicco said, "I hope my greatest legacy to soccer is developing a model raising expectations and opportunities for young players. I cannot be more pleased that this quest provides the chance to partner with Glastonbury Hartwell SC."

For more information about Glastonbury-Hartwell SC visit: [www.glastonburysoccer.org](http://www.glastonburysoccer.org).

For more information about SoccerPlus FC contact David Newbery.

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