

## Loudoun Soccer and Capelli Sport Announce Partnership



*Long-term agreement set to begin with 2019-2020 season*

**Leesburg, Virginia** – Loudoun Soccer, the Virginia based youth soccer club, and Capelli Sport, the international sportswear and team wear brand, have announced a partnership between the organizations.

Per the terms of the long-term agreement, Capelli Sport will become the official uniform, apparel and equipment supplier for Loudoun Soccer Club and its players, families and staff beginning with the Fall 2019 season. Athletes in the recreational and travel programs will be outfitted with Capelli Sport uniforms and training gear, while utilizing Capelli Sport branded equipment.

Loudoun Soccer was founded in 1978 to serve youth soccer players and parents throughout Northern Virginia. Since its foundation, Loudoun Soccer has become Virginia's largest youth soccer organization with over 15,000 annual soccer registrations, 2,000 coaches and more than 30 soccer-related on field and community-based programs. Its mission is to create soccer players, coaches and teams of strong character that are committed to achievement on the field and in the community, a goal that complements the club's partnerships with local government and community initiatives.

"On behalf of the Board of Directors, we are thrilled to announce that Loudoun Soccer has partnered with Capelli Sport as the official uniform supplier for our Recreational and Travel programs," said Mike Harris, President of Loudoun Soccer's Board of Directors. "It has been the mission of the board to ensure our club is aligned with partners, suppliers and vendors that provide the organization with the best possible value in terms of quality, support and customer service to our families and staff. After a very extensive process and much consideration, we feel that Capelli Sport will be a partner in the truest sense of the word."

On the field, Loudoun Soccer provides development and training opportunities starting at three and four-year olds through to the U19 age group with participation in top competitive soccer leagues for boys and girls in the United States. Memberships include, but are not limited to, the Girls Elite Clubs National League, the Boys Elite Clubs National League and the Club Champions League.

Capelli Sport was founded in 2011 by President George Altirs, with the mission to provide quality, functionality and design for high-level performance on the field. Altirs' more than 30 years in the apparel, fashion and accessory business with parent company GMA Accessories led to the creation of Capelli Sport. The brand's innovative, world-class training gear, equipment and uniforms have yielded many global recreational, youth, club, collegiate, semi-professional and professional sports partnerships.

"Loudoun Soccer and its leadership group have done an incredible job creating a program that includes both quality and quantity that is full of on field development and community-based growth," Capelli Sport President George Altirs said. "We will be sure to add to this success by supplying our quality, soccer-specific training products and equipment and utilizing our resources to support the club's goals and ambitions as we partner with the players, families and staff of this great club."

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In eight years of operation, Capelli Sport has become the partner of, and the official outfitter for, a number of internationally recognized sporting organizations, professional clubs and international teams. Currently, Capelli Sport distributes its world-class training gear and apparel in more than 25 countries worldwide.

### **About Capelli Sport**

Capelli Sport is an innovative sportswear and team wear brand focusing on design of the highest quality, latest fabric technology and design functionality for world-class performance on the field. For more information on Capelli Sport, current partners, and how to join the team **[SHOP CAPELLI SPORT](#)**, visit the **[ONLINE CATALOG PAGES](#)** at [capellisport.com](http://capellisport.com), follow them on Twitter (@capellisport) and Instagram (CapelliSport), or visit the Capelli Sport Facebook page.

### **About Loudoun Soccer**

Serving youth soccer players and parents throughout Northern Virginia since 1978, Loudoun Soccer is Virginia's largest soccer program with over 15,000 soccer registrations annually, nearly 2,000 coaches, more than 30 soccer related programs and countless community outreach programs. Loudoun Soccer is dedicated to partnering with local government and communities to provide programs, facilities, resources and expertise to make soccer fun, safe and accessible to all players regardless of gender, social and economic background, or playing ability between the ages of 3 to 19 years. For more information on the club, visit [www.loudounsoccer.com](http://www.loudounsoccer.com).

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