



## **Loudoun Soccer, adidas and Soccer Post Announce Partnership**

*Long-term agreement set to begin with 2023-2024 season*

### **FOR IMMEDIATE RELEASE**

**April 17, 2023**

**Leesburg, Virginia** – Loudoun Soccer, the Virginia-based youth soccer club, has announced an agreement with adidas, the international sportswear brand, and Soccer Post, the leading locally-focused soccer retail company in the US, to provide the Club with player uniforms and other gear. The partnership with Soccer Post includes a brand new retail outlet specializing in Loudoun Soccer uniforms and equipment. This strategic alliance brings together their shared commitment to the future of the sport at a global level, both on and off the pitch.

Per the terms of the agreement, ahead of the Fall 2023 season, adidas will become the official uniform, apparel and equipment brand, and Soccer Post its local retail supplier, for Loudoun Soccer and its players, families and staff. (In alignment with the brand's long-term commitment to sustainability, all adidas Soccer Teamwear styles will be made with 100% recycled plastic.) Athletes in the Recreational and Travel programs will be outfitted with adidas uniforms and training gear, while utilizing adidas-branded equipment, all available for order/purchase at Soccer Post's Loudoun store.

Loudoun Soccer was founded in 1978 to serve youth soccer players and their families throughout Northern Virginia. Since its foundation, Loudoun Soccer has become Virginia's largest youth soccer organization with over 16,000 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.

"We are thrilled to partner with adidas, the leading global soccer brand, and Soccer Post to bring our families the highest-quality kits and apparel available," said Colin Smith, Loudoun Soccer's Executive Director. He added, "The new Soccer Post location in Loudoun will provide our families with an entirely new uniform ordering and customer service experience."

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adidas was founded in 1949 by Adi Dassler, with the simple goal of outfitting athletes with quality products for sports performance. Now a world leader in sports apparel with over 60,000 employees worldwide, the brand with the 3 stripes remains committed to his original ambition of empowering athletes at all levels to up their game—in their lives and in their world.

“At adidas Soccer we want to inspire a soccer nation, and the culture born from it, and to do that it is imperative we align ourselves with the best clubs in the country,” noted adidas Sales Director Steven Noble. “Our partnership with Loudoun Soccer reflects this imperative, and we are excited about what we can accomplish together. We look forward to working closely with the Club to further grow and elevate the game of soccer in North America.”

Soccer Post, providing best-in-class, authentic shopping experiences to soccer families in our local communities, is the largest locally-focused soccer specialty company in the United States, with 44 stores across the country, including four stores in Maryland and four stores in Virginia. This summer, they plan to open their fifth Virginia location in Loudoun County, focused on servicing Loudoun Soccer players and families.

Blake Sonnek-Schmelz from Soccer Post added “Soccer Post is excited to work with Loudoun Soccer to provide a brand new retail experience to our local soccer families and community.”

Loudoun Soccer families can expect to receive information on ordering adidas-branded uniforms and other equipment for Fall 2023 in early June.

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