

## ***Juventus Sport Club and Palo Alto Soccer Club Partner Up to Expand Network for Elite Soccer Training***

**Redwood City, CA- April 5, 2017-** Juventus Sport Club and Palo Alto Soccer Club today announced the unveiling of Silicon Valley Soccer Academy, a U.S. Soccer Development Academy. The Academy's mission is to boost player development in our Silicon Valley community by providing elite players ages U12-U19 an opportunity to work with top-level coaches, play elite soccer and develop to their athletic potential during peak learning years, regardless of their financial situation.

Players in the US Soccer Development Academy demonstrate passion and skills everyday on the field. Silicon Valley Soccer Academy provides member clubs a platform for the Bay Area's best players to showcase their talents, support their academics and college aspirations, and create life changing opportunities through a sport they love.

*"Working collaboratively with our friends and neighbors at Palo Alto Soccer Club ensures soccer players from the broader Silicon Valley region will benefit from our efforts. At Juventus, we have a 60-year tradition of producing top-level players," said Juventus Sport Club Board President Michael Viviani. "By creating this elite player path, we are certain to continue this tradition, and extend Silicon Valley's reputation as a leader in technology, sport and player development."*

After forming a US Development Academy partnership between Juventus Sport Club and Palo Alto Soccer Club in 2016, the clubs furthered the relationship by creating Silicon Valley Soccer Academy. It is organized as a nonprofit 501(c)(3) organization with Juventus Sport Club and Palo Alto Soccer Club as its founding members. Silicon Valley Soccer Academy is the new name for the Juventus Academy.

*"Silicon Valley Soccer Academy represents an important milestone described in our initial partnership announcement and represents the result of the deep trust and strong partnership that our two elite clubs have developed in the past year," according to Edward Camarena, Palo Alto Soccer Club President. "This milestone will help facilitate participation from additional member clubs that share a similar player development philosophy."*

Through Silicon Valley Soccer Academy and its six U12-U19 Academy teams, Juventus Sport Club, Palo Alto Soccer Club, and any future member clubs will pool their resources to offer the pinnacle of youth soccer development. Together, they will foster talent in players of the member clubs and other surrounding clubs while retaining each partner club's much larger community based club soccer programs.

Elite soccer is not an inexpensive endeavor. Silicon Valley Soccer Academy is welcoming corporate sponsorship. Companies interested in sponsoring Silicon Valley Soccer Academy can learn more at [svsa.org](http://svsa.org) or contact Drew Wittman at [info@svsa.org](mailto:info@svsa.org).

### **About Silicon Valley Soccer Academy**

Juventus Sport Club and Palo Alto Soccer Club serve as founding members of the Silicon Valley Soccer Academy, a nonprofit 501(c)(3) organization that pools the resources between both clubs to offer the pinnacle of youth soccer development to the talented players of the Bay Area. The Academy's mission is to boost player development in our Silicon Valley community by providing members age U12-U19 an opportunity to work with top-level coaches, play elite soccer and develop to their full potential during peak learning years, regardless of their financial situation. Elite soccer is not an inexpensive endeavor. Our partnership provides the means and allows players from Juventus SC, Palo Alto SC, and surrounding Silicon Valley communities to participate in the most demanding league with the highest visibility from US Soccer scouts, college coaches, and professional clubs.

The players in the US Soccer Development Academy demonstrate their passion and skills everyday on the field and Silicon Valley Soccer Academy provides the platform for the Bay Area's best players to showcase their talents, support their academics and hopefully, create life changing opportunities through a sport they love.

### **About Palo Alto Soccer Club**

PASC has seen incredible growth in competitive team enrollment in the past few years. The Club offers about 70 competitive teams ranging in age from U8 to U18, a vibrant youth development program for ages 4-10, supplemental skill academies for goalkeepers and field players, and summer camps. Across each age group, teams are available that compete at the highest level to less competitive teams. Teams are coached by professional coaches and are led by Directors of Coaching.

PASC member teams participate at multiple levels of competition up to US Development Academy through its Silicon Valley Soccer Academy membership. We believe that for all these levels, positive results at games and in personal development flow from first focusing on individual skills, and second from thoughtful team strategy. While we look to teach technically sound play, our players are encouraged to experiment and make mistakes in order to find their own best style. More importantly our young athletes develop a resilient character and strong values that prepares them for success in all facets of their lives.

Since its founding in 1977, the PASC organization has been operated almost exclusively by volunteers as a nonprofit 501(c)(3) organization. The club provides a centralized organization for teams and coaches, which are overseen by the Directors of Coaching and staff. This results in consistency with respect to quality of coaching and team management and enables cooperation and movement of players between teams in the appropriate age group.

## About Juventus Sports Club

Juventus Sport Club is a highly competitive youth soccer club in Redwood City, CA located between San Francisco and San Jose. Our mission is to develop skillful, confident and responsible youth soccer players who will be successful both on and off the field. We are a volunteer-run non-profit 501(c)(3) organization.

Supported by renowned development specialist, and former US Soccer coach Hugo Perez Sr., Juventus fields over 50 teams for players ages 8 to 19, as well as junior programs for younger children and summer/winter camps. Our teams successfully compete in many leagues including [CYSA/CCSL](#), [NorCal Premier](#), [US Club Soccer's National Premier League](#) and [US Soccer Development Academy](#). Juventus players have gone on to play in college, professionally and in the national team player pool. Founded in 1956 by four Italian immigrants, Juventus is one of the oldest soccer clubs in northern California.

Contact:

Chris Pepe, GM

[christopher\\_pepe@juventus-sc.org](mailto:christopher_pepe@juventus-sc.org)

