



CAL NORTH

California Youth Soccer Association

News Release

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FOR IMMEDIATE RELEASE

Cal North & iSoccer Announce Partnership



San Francisco, CA and Pleasanton, CA – iSoccer.org and California Youth Soccer Association – Cal North, the largest state soccer association in the country, are excited to announce their new partnership. Moving forward, iSoccer will serve as the official skills development partner for Cal North Soccer and their more than 180,000 members.

“We are excited to partner with different organizations all over the world, but it is especially nice when we have a chance to impact players’ right here in our own backyard! Cal North is a leader in US soccer and we are thrilled to take this next step together,” says iSoccer Founder and CEO Scott Leber. The San Francisco based company has developed an online, social-gaming platform that soccer teams play together through computers and mobile devices. Like any good game, iSoccer creates technical skills challenges, or obstacles, that players must overcome in order to earn virtual and real-world prizes. Coaches use iSoccer as a “game within the game” to teach, to motivate and to excite players of all ages and abilities about The Beautiful Game that is soccer. Much of iSoccer.org is free to use through *Basic* subscriptions, including its new mobile apps for iOS and Android.

Cal North Executive Director Dave Mann encourages all players and coaches to take advantage of this resource in their own ways. “The great thing about iSoccer is that it is free to use, and it is available to any coach, player, or team looking to enjoy soccer more and to sharpen technical ball skills. Focusing on technique by spending a lot of individual time with the ball is key for both young players learning the game, and for older players who want to continue playing at the next level, which is why we partnered with iSoccer.” For those who wish to do more with iSoccer, they are able to upgrade to *Plus* subscriptions. As a coach or a player, the easiest way to learn how to use iSoccer is to register for free at www.iSoccer.org and to follow the automated steps, (you can also register through the mobile app for iOS or Droid.)

“iSoccer will be a great addition to the Cal North mission of developing players and making a positive impact on the northern California soccer community,” says Cal North Director of Marketing and Communications, Dan McCann. “We are really excited to offer our members such a progressive and useful training tool.”

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About the California Youth Soccer Association– Cal North – is the largest state organization within the US Youth Soccer Association. Cal North registers more than 180,000 players annually, ages 5 to 19, and over 35,000 administrators, coaches and volunteers in 128 member leagues of registration. Cal North is dedicated to assisting parents in developing youth as individuals and not just soccer players in a fun, safe and healthy environment for players at every level of the game.

For more information, visit www.cysanorth.org.

About iSoccer.org - Founded in 2008 by Scott Leber, iSoccer is a technology company with a passion to “raise the level of the game, one player at a time” and make soccer more exciting along the way. iSoccer has taken the concept of blended learning (combining online-individualized resources with traditional education systems) and applied it to sport, revolutionizing the way players interact with the game. iSoccer is the social game within the game that motivates players to spend more time with the ball on their own.

For more information, please visit www.iSoccer.org



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