



HARRISON, NJ (March 28, 2013) – The New York Red Bulls announced a new partnership with Rush Soccer and adidas today.

Through the Red Bulls Youth Training Programs, the organizations will work together to help develop clubs, players and coaches nationally and internationally. The partnership will provide Rush clubs with training and education resources, a pathway for high level boys and girls to attend Red Bulls OvernightCamps along with the opportunity for the Rush organization to host Red Bulls Training Camps.

“We are pleased to come to this ground breaking agreement with Rush Soccer – the largest youth soccer organization in the United States and the fastest growing internationally,” said Jérôme de Bontin, General Manager of the New York Red Bulls. “This partnership has the potential of becoming something very special. We want to complement the current structure American soccer has in place and work in unison with groups including Rush to help develop the game at the grassroots levels across the country.”

“This partnership is unique and we are honored to be a partner,” states Tim Schulz, President & C.E.O. of Rush Soccer. “The New York Red Bulls are one of the big leaders in soccer. This is a big step for us and we are thrilled, hopefully other clubs copy the model.”

“Our partnership with New York Red Bulls and Rush Soccer provides a great opportunity for adidas to help top young athletes in the United States grow and develop their soccer skills,” said Patrik Nilsson, president, adidas America. “We have a long-term vision to ensure our homegrown athletes have viable opportunities to play the game at the highest level and to foster the next generation of American soccer stars.”

Rush is committed to making soccer a pleasant, safe, and rewarding experience for everyone involved, regardless of age or ability. Rush Soccer, through quality coaching and sound leadership, is committed to becoming a top brand in the U.S.

The Red Bulls, adidas and Rush partnership has the potential to evolve into other exciting opportunities centered on the players and club development. The Red Bulls have already

established a significant imprint in and around the New York area and earned the reputation as a club that is reaching out to the community to better the game. This partnership will help the Red Bulls Training Programs have a much wider, broader outreach to young players at the grassroots level.

adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Real Madrid, AC Milan, Bayern Munich, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas sponsors world-class athletes like Leo Messi, David Beckham, David Villa, Kaka, Steven Gerrard, Xavi, Frank Lampard, Jozy Altidore, Brek Shea, Fredy Montero, Chris Pontius, Graham Zusi, Juan Agudelo and Omar Gonzalez, among others.

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