



Just one month ago, a Mexican organization called Football Coaching signed an encouraging partnership with Rush Soccer to create Mérida Rush: a great opportunity to expand our big family in our sister country. México is the most populous Spanish-speaking country in the world, and it's strongly linked to the United States. Soccer is the most popular sport in México, and it's the birthplace of soccer players like Hugo Sánchez, Rafael Márquez and Javier "Chicharito" Hernández. The Mexican National Soccer Team won the gold medal in the last Olympics in London 2012 against Brazil and it's considered a team with great potential for the future.

Passion for soccer and talent are two important ingredients in Mexican soccer, but something is missing: a solid structure, especially in the youth system of the clubs. Developing young players and establishing a strong foundation are the main objectives of Mérida Rush, and Rush Soccer is a role model in that field. Jair Vasquez, Director of Coaching Juniors in Colorado Rush, knew this lacked in México and he actively contributed to arrange the agreement with our new Latin American partner. Jair Vasquez, Technical Director of South America as well, has many years of experience as a professional soccer player in different countries around South America and Europe. "The gear and the rest of soccer material is needed in Latin America, but what Mérida Rush needs the most is to grow as a club following the Rush philosophy," recognizes Jair Vásquez.

The most helpful way to accomplish this aim is being in constant and fluid communication between both sides. Giancarlo Salazar, UEFA licensed coach and Mérida Rush Technical Director, notices: "The most positive aspect for us is learning from the knowledge and experience of Rush Soccer. They have set an excellent foundation to developing young players for many years, and the results prove it." The Rush footprint already arrived to México: "Rush Soccer makes soccer more accessible for our children and it's a really attractive opportunity for us, because Rush is a prestigious organization in both the United States and internationally," says Salazar.

Rush Soccer wants to thank the confidence showed by Mérida Rush and make them feel part of the big family as soon as possible. "We would like to invite Mérida Rush to the Denver Cup for next year. At this moment it's just an idea, but we'll work hard to accomplish it," says Jair Vásquez. The Denver Cup is one of the biggest tournaments in the country and over 200 Premier teams attended this event in 2012.

This thrilling future is a motivation for Mérida Rush: "Our long terms goals are to exchange players between Mérida Rush and Rush Soccer, create soccer clinics in Mérida, instruct the best coaches and prepare our players to become professional players in México and/or the United States," admits Giancarlo Salazar, Mérida Rush Technical Director.

Soccer is a useful tool to build a stronger society and Rush Soccer will try to share all its knowledge and experience with Mérida Rush. Welcome aboard.