



Bend, OR – September 20, 2011 – The search for America’s most inspirational soccer player is on. Inspireum, in partnership with Rush Soccer, taps into the fastest growing team sport in the nation, to discover stories of inspiration in communities across the nation. The Inspireum Soccer Awards celebrate inspirational young athletes who embody the values of character, courage, contribution and who motivate others to excellence through their own actions. “The partnership with Rush is a great chance for us to pair with an organization that is committed to seeing that every player reach their potential on the field as well as off,” said Inspireum Founder John Ballantine of Rush’s involvement. “It also offers us a chance to showcase stories of inspirational kids who play in programs that complement the high school space.” “Inspireum is doing something very special here,” commented Rush Soccer President and CEO Tim Schulz. “This award is unique and special. On behalf of the Rush, we are elated to be part of the process.”

\$25,000 in academic scholarships will be awarded by the Trusted Sports Foundation to 12 of the most inspirational players nominated. Final scholarship recipients are chosen by a national selection committee that is led by former coach of the U.S. Men’s National team and LA Galaxy, Steve Sampson. “Through these awards, we hope to show young athletes that we value their character and ability to inspire as highly as we regard their athletic talent,” Sampson said. “We’re leveraging the power of soccer to motivate players, teams and communities to enable more youth to play so that no kids are left on the sidelines.” Other notable soccer personalities such as Jurgen Klinsmann, head coach of the U.S. Men’s National Team and former U.S. Women’s National Team player and head coach, April Heinrichs serve on the selection committee.

America can nominate the most inspirational soccer player in their community online through November 9th at www.InspireumSoccerAwards.com. Images and video can also be uploaded, and are encouraged. Online voting commences October 6th and continues after the Top 50 semifinalists are announced on November 17th. The Top 12 finalists are chosen on December 13th and the winner, three runners-up and two fan favorites will be announced on January 3, 2012. The winner will receive their scholarship and award at the NSCAA Convention in Kansas City on January 14th.

About Inspireum

Inspireum is a social enterprise dedicated to rewarding outstanding youth achievement that inspires the next generation and strengthens our communities. We discover, amplify, and celebrate stories of youth that overcome adversity and inspire others to achieve. Our technology, programs, and financial resources provide the inspiration, motivation, and opportunity for youth to engage in sports and service as hands-on, action-oriented paths to leadership, academic performance and healthy lifestyles. In partnership with the Trusted Sports Foundation we work to inspire and empower all youth, regardless of socio-economic status, to thrive in life through positive sports experiences.

About Rush Soccer

Rush Soccer represents over 34,000 youth soccer players nationwide. Rush Soccer is committed to making soccer a pleasant, safe, and rewarding experience for everyone involved, regardless of ability, and believe that all players are winners because everyone is afforded an equal opportunity to explore their potential and pursue positive outcomes on and off the field.

For information: www.InspireumSoccerAwards.com

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