



In May 2007 Georgia Rush Technical Director Russell Finch received a phone call from his parents in England, informing him that his Auntie had lost her 2<sup>nd</sup> battle with cancer.

“It was tough to hear over the phone considering I was living half way around the world in California. It made me realize that some people only react to something when it happens to the ones you love and that is exactly what happened to me. I then decided to implement programs that encouraged others to donate without having to be affected directly by the disease.”, stated Finch.

One of the programs Russell implemented while at SCU was participation in the Revlon Los Angeles 5K Walk/Run. The entire girls program participated and donated money for Breast Cancer.

“It was a very special day for me as the girls’ director at SCU. We had players, parents, siblings, relatives and even grand parents that could barely finish the walk participating and representing the club. It was also significant because Revlon puts the run on in May which is the month my Auntie passed away.”

When Russell took the job this past May at Georgia, Rush he decided to continue implementing such programs by creating “RUSH for the CURE.” Select players would wear pink jerseys during the month of October and every time a goal was score Rush families would kindly donate a \$1 to their goal can.

Getting the green light from Tim Schulz, President of Rush Soccer, to purchase pink Nike Rush jerseys was great, now we could make a difference on and off the field. I decided that since the kids were putting the work in on the field to score for the cure then the funds raised should go back to children’s health, which is why I contacted Juliana at Children’s Health Care of Atlanta (CHOA). With the assistance of our team managers and administrators, we made and distributed goal cans to every select team and just by scoring goals we were able to raise \$1100 for the children at CHOA. On November 3<sup>rd</sup>, FahmiEl-Shami, GA Rush President, three of our U19 players, and I

went to CHOA and present the check. This was a tremendously moving experience for all who were involved.

Additionally, we designed and sold special order "RUSH for the CURE" apparel during the month of October. The money raised from the sale of the apparel will be donated to the Komen Greater Atlanta Race for the Cure in which Georgia Rush will participate on May 12<sup>th</sup> 2012.

Russell Finch, Technical Director, was quoted as saying, "I'd like to think that we aren't just teaching these kids how to become better soccer players but also better people. At Georgia Rush, we continue to grow our players on and off the field"

**THANK YOU TO ALL THE RUSH FAMILIES FOR ALL YOUR SUPPORT AND EFFORTS DURING THE MONTH OF OCTOBER!**