



Highland Youth Soccer Club has acquired the licensing to New Jersey Rush. New Jersey Rush and Highland Youth Soccer Club will now serve over 1,500 members in the Southern, Central and Shore Regions of New Jersey.

"I can't think of a better way to celebrate our 20th anniversary," said Greg Wiesmore, President of Highland Youth Soccer Club. "For the past 20 years, we have worked hard to establish Highland Youth Soccer Club as a leader in the South Jersey soccer community and to continually improve the soccer experience for our members. We feel that the affiliation with Rush Soccer will open doors for our players, their families and coaches, and is the next step in the evolution of Highland Youth Soccer Club."

The East Coast is a hotbed for soccer with NJ being right in the middle of it all. States like Pennsylvania, New Jersey, Delaware and New York have always produced top clubs and top players. Highland Youth Soccer Club is committed to creating the absolute best developmental and playing environment for their players and the affiliation with Rush Soccer helps to strengthen that commitment.

Located about 20 minutes east of Philadelphia, Highland Youth Soccer Club will immediately begin a phased implementation of the "[Rush Way](#)" methodology. Rush Soccer has developed a certain philosophy that helps clubs in areas such as player development, coaching education, playing and cross training opportunities, and more. Change does not occur overnight, the process will be steady and methodical.

"This is a great step for Highland," said Sandeep Mehtani, Vice President of Highland Youth Soccer Club. "A level for every player has always been the mission for us at Highland and Rush shares the same philosophy. Rush Soccer's proven curriculum will provide our coaches and players with a template for development unlike any other in our area. We are looking forward to a long lasting and mutually beneficial affiliation."

Rush soccer currently represents over 40,000 youth soccer players from around the world. Rush Soccer was formed in 2002 under the leadership of the Colorado Rush Soccer Club in order to broaden the scope of its proven coaching, player development and administrative methodologies to a national (and more recently,) international level.

Rush Soccer's primary objective is to develop a national level club cooperative system that offers substantial opportunities for national corporate sponsorship and foundation support, provides the framework for a national coach and player development network, and will serve a significant centralized pool of talent for consideration by European, MLS, NCAA, US National and Olympic soccer programs.

"This is a great step for Rush in New Jersey," says Tim Schulz, President & CEO of Rush Soccer. "Highland Youth

## **Rush Fest**

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Soccer Club is one of the largest and most respected soccer clubs in Southern New Jersey. Highland's acquisition of the Rush license provides a solid foundation for our New Jersey Rush affiliate. We are happy to welcome them to the Rush family and look forward to doing great things together."