

PRESS RELEASE: FOR IMMEDIATE RELEASE

The Price is Right, and So Is the Training

The winds of change continue to blow in the metro east soccer community. The most recent announcement involves youth soccer at the developmental level. Juventus Premier Futbol Club has already begun making a name for itself, and the dedication to youth soccer development will continue as the club looks forward to the Spring '08 season. Juventus PFC owner, Nicholas Karidis, said, "I am very pleased with the progress and dedication I have seen during our first season. The kids have shown tremendous growth, and the families are pleased as well. We are also excited about the overall game day results in our first ever season. The kids are working hard, and it's evident." Karidis went on to explain that the club training and structure is based on the European approach to training, and as the club prepares for the Spring '08 season the club is gearing up for its next phase of player development.

The club already has both competitive and developmental levels of play, so what's the big news? Beginning in Spring '08 Juventus PFC will offer developmental training and intra-club play for free. Yes, that's right; free. Director of Coaching and Player Development, Rob Kowalski, said, "It's time for us to step up and offer select soccer preparation and training with the emphasis where it should be, on the kids. We've said from the beginning this club will be about the kids, and we're sticking to that mission. The developmental program will offer kids quality training and development without placing a financial burden on families."

By making the developmental program available to all kids ages 4 through 7, Juventus PFC will train players on technical and tactical components of play while introducing them to the psychological and physical aspects as they progress. An added benefit to both the families and the club is that young players will be promoted from within based on ability rather than age. Mr. Karidis explained, "Back in June we saw a new side of soccer try-outs that we hadn't seen in the past. In talking with the families who committed to our club, we learned that the try-out process and "open season" are very stressful times for the kids and parents even when they were returning to the same club. There was always concern about which team a player would be assigned to and who would coach. We want to be able to reduce the stress of tryouts by making sure that the players we develop are solid soccer players who are ready to transition to competitive play within the Juventus soccer family."

Karidis and Kowalski both stress that added emphasis will be placed on this program because only by developing proper soccer knowledge, skills, and techniques from day one of training can players reach their full potential. "The training these players get now, will set the tone for their future soccer experiences. We will provide training that develops the players' skills and positive mental attitude toward soccer," said Kowalski. Piccolini (Italian for *the little ones*) training will be conducted by coaches with experience and licensing.

The Piccolini Academy, as the developmental program is called, will start up again in March. Players will practice one night each week, and games will be held on Saturday mornings. Each season will consist of 8 to 10 intra-club games. Specifics will be posted on the Juventus PFC website in early Spring. For more information about the Piccolini Academy and Juventus Premier Futbol Club, the website and contact information are available at www.JuventusPFC.org