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South Valley Joins The Surf Family

Launching this week, South Valley Soccer Club will become part of LA Surf bringing Elite Programming and expanded opportunities to the Bakersfield Market.

Pasadena, CA., December 23, 2019 — In the world of youth sports, the Surf brand is renowned for professionalism, elite event management, high quality coaching and most importantly a deep commitment to player development. Our mission is to create best of the best experiences and opportunities for kids and we're excited to announce our next step towards achieving this goal.

Today, LA Surf is proud to announce a new strategic partnership with the addition of the South Valley Surf; sharing of resources and management; growing influence in the Bakersfield Market; adding to the recently established US Soccer Development Academy Affiliation. South Valley Surf will play the remainder of 2019 as South Valley Soccer Club and become fully integrated into the LA Surf brand by the start of the 2020 season.

"This expansion of LA Surf brings together the best of the best in players, coaches and administrators." said Jeremy McDonald, of Surf Cup Sports. "We could not be more excited to welcome South Valley to the Surf Family."

This Surf alliance will have unmatched access to top-level programming and network resources. LA Surf, which offers both ECNL and U.S. Soccer Development Academy (DA) programming, will be a direct conduit for South Valley Surf athletes to play at the highest levels of competition and achieve increased exposure.

"In a changing landscape, like youth soccer, being able to adapt, integrate and evolve is necessary to deliver on and off the field with the ultimate goal of creating the optimal environment for all of our members." said Barry Ritson, LA Surf's CEO. "Creating this new structure in a talent-rich community as Bakersfield and pooling vast resources together of all of the stakeholders gives us the platform to be more efficient in our work, provide the very best development environment for players in more areas, at all levels of the game, and gives us a more prominent and exciting role at the national level."

"We're pleased to bring the Surf Nation to Bakersfield. Our Surf partnership will provide additional opportunities for our players to compete at the highest league and showcase levels. This is an exciting time for competitive youth soccer in Bakersfield as South Valley joins our country's most comprehensive and premier program!" -- Jason Carter, President and DOC, South Valley Surf

"As our Surf Affiliate Program continues to expand, it's important that we partner with organizations that are run by likeminded Coaches and Administrators as they are dedicated to our mission to provide the best of the best experiences and opportunities for their athletes," said Chris Adams, Director of the Surf Affiliate program.

For over 42 years, Surf has been one of the founding organizations in youth soccer. With over \$7 Million in charitable donations, 16 national championships, and countless professional, collegiate and youth national team players we are forever striving to be the "Best of the Best." LA Surf joins San Diego Surf, Orange County Surf and the 16 Surf National Affiliates to comprise what we're proud to call Surf Nation.

For Opportunities to join LA Surf and South Valley Surf visit: www.JoinLASurf.com
For more information on LA Surf and Surf Expansion, please contact: Barry Ritson | B.Ritson@lasurfsoccer.com