



Press Release: AYSO United Alabama and NOW Soccer Academy Form New Partnership

AYSO United Alabama and NOW Soccer Academy are thrilled to announce a new partnership between the two organizations! The partnership will see both organizations working together to continue to grow the game of soccer in the Madison/Huntsville area. The partnership creates a pathway right from the grassroots level of the game through to the elite level of youth soccer.

With the recent announcement of NOW FC, the Madison/Huntsville youth soccer community has a new level of playing to strive towards, adding to AYSO United's already highly successful Alabama State League Division A, B, C and D teams, as well as the outstanding recreational soccer programs offered in the area. The new pathway from recreational soccer to AYSO United club soccer, through to NOW FC's "Academy" style system, ensures EVERY child, no matter their ability level or aspirations in the sport, has a home where they can thrive.

This partnership will have Norbert Webley, NOW Soccer Academy Owner and Director of Coaching, collaborating with AYSO United as the Director of Player Development. This role has been created to ensure the soccer players and coaches at AYSO United continue to get the best possible soccer education in North Alabama. "I am thrilled to be collaborating with an organization that shares my vision of player development. NOW Soccer Academy was founded on a progression-based curriculum that has proven very effective. We are excited to bring this development environment to club soccer and show the community what great things can happen when committed organizations work together to create opportunities and pathways to success for our youth," says Webley.

NOW Soccer Academy will also become the official "Technical Training Partner" of AYSO United, offering discounts on training packages of over 20% exclusively to any player registered with one of AYSO United's club teams and giving the club exclusive access to the NOW Soccer training facilities. "We are absolutely delighted with this new partnership", said Michael Winstone, Club Director at AYSO United. "To have someone of Norbert's reputation, knowledge and commitment come on board with the club is a total game-changer for us. Having exclusive access to the world-class NOW Soccer facilities, including what is planned for the years ahead, is something that our players and families should be extremely excited about".

For more information on AYSO United or NOW Soccer, visit www.aysounitedalabama.org or www.now-soccer.com.