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Adidas America Announces Community Soccer Partnership

Newport News, VA - As of June 29, Adidas America and Newport News F.C. travel soccer club announced a partnership that will serve to improve the quality of the youth soccer experience available to young players in Newport News and the surrounding peninsula communities. Bill Harte of Adidas America and Al Cousineau met in Washington D.C. on June 21 and finalized an agreement that established Adidas America and Newport News F.C. as community soccer partners for the next several years.

Bill Harte, for Adidas had these comments about the agreement, "Adidas is proud to announce its latest youth soccer partnership with Newport News F.C. Adidas believes that by partnering with a premier travel club like Newport News F.C. we (Adidas) can make a positive impact on youth soccer at the community level, and is pleased to be expanding our soccer expertise to the Hampton Roads area."

Under the exclusive agreement Adidas America will conduct annual coach clinics, could arrange for special appearances by some of their professional players, provide Newport News F.C. teams exclusive access to some of the top youth soccer tournaments in the nation, and will also provide annual financial support to the club to be used to improve the overall quality of the program offered to its players.

Al Cousineau the Director of Coaching for Newport News F.C., had this to say about the partnership, "Whenever you have chance to partner with the recognized leader in the soccer industry like Adidas, we can greatly improve the overall quality of our programs which benefits every player. In short, with Adidas partnering with us (Newport News F.C.), Adidas, has proven to be not only a world corporate leader but a local community leader as well. We are proud to have Adidas on board as our official soccer partner."