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FOR IMMEDIATE RELEASE

BRAZILIAN & BRITISH SOCCER COACHES TEAM UP FOR USA KIDS

Coaches from two of the most influential nations in world soccer are joining forces to help teach new skills and raise the level of play of American youngsters.

Challenger Sports and TetraBrazil have joined forces in a vast coaching program that will see both British and Brazilian coaches travel the country teaching their own unique styles of play.

Challenger Sports a 20 year old US company, run the most popular soccer camp program in the USA and Canada. This year, over 2000 communities hosted one of Challenger's British Soccer camps and clinics for some 150,000+ boys and girls. Challenger recruit over 800 qualified coaches directly from the UK and deploy their staff throughout every US state, four Canadian provinces and most recently into Australia. As expected from the country that invented the sport, this huge coaching staff not only teaches young players how to dribble, pass, shoot and head the ball, but also shares their enthusiasm and passion for the game with them and also pass on their knowledge to local coaches and parents in a nationwide program of free coaches clinics.

TetraBrazil, based out of Rio De Janeiro, has been providing their unique Brazilian style coaching to players in the US for 10 years. TetraBrazil coaches are all Brazilian and their camp program helps US youngsters learn the skills, moves and tactics that made Brazil the most successful soccer nation of all time.

TetraBrazil were acquired by Challenger Sports in October 2009 and will continue to be operated under the TetraBrazil brand name. Challenger will coordinate the sales and operations of the TetraBrazil camps in the USA and will set up an office in Rio de Janeiro handling coach recruiting, professional training and player identification and representation.

According to TetraBrazil GM Luiz Villarinho, the different styles of coaching are a great complement to each other.

“Our Brazilian coaches have a wonderful way of teaching individual skills in a way that children find exciting, challenging and fun. This is a great complement to the technical and tactical instruction on the British Soccer Camps. Now young players can attend both camps and come away with a total soccer education. I look forward to working with everyone at Challenger to develop a program of coaching that can be delivered anywhere in the world.”

TetraBrazil currently have partnerships with two of Brazil’s most famous professional soccer teams Cruzeiro and Botafogo. TetraBrazil also recently organized coordinated the Brazilian tour by the Under 17 US national team. They are also an official partner of the Ronaldinho Gaucho foundation - a not for profit organization fronted by one of the World’s most famous soccer players.

In 2010 Challenger Sports will provide over 2,500 British and Brazilian soccer camps to clubs, leagues, YMCA’s, Park and Rec. Departments and Schools, and will coordinate soccer tours for over 500 players to both Europe and Brazil and Australia.

With an estimated 18 million players, the sport of soccer is certainly a mainstay of the American youth sports culture. The US Men’s National team has qualified for next year’s World Cup in South Africa and the Women’s National Team remain as one of the powerhouses in world soccer.

Peter Arch, one of the Challenger Sports owners remarks, “We hope that our camps, clinics, tournament and tours not only help players develop their skills, but also encourages them to develop a passion for the sport that goes beyond their organized team activities. We want them to do all of the things that their counterparts in Europe, Asia and South America are doing. We would love to see more kids playing with soccer balls in the front yard, more kids watching professional games on television and more kids dreaming that one day they can be playing for the USA in the World Cup.”

Challenger Sports is a **TOTAL SOCCER** company, owned and operated by some of the most experienced soccer people in the country. Headquartered in Kansas City, Challenger has 15 offices throughout the US all staffed by professional British coaches. Challenger provides thousands of soccer organizations with a turn-key solution to their most demanding issues including player education, coach education, tournament play, overseas travel, fund raising, uniforms and equipment.

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For more information on Challenger Sports, TetraBrazil or for more information on youth soccer in the USA please contact Peter Arch 913-232-5173 peter@challengersports.com