



GENERATION ADIDAS U17 CUP SHOWCASES TOP U.S. YOUTH SOCCER TALENT

16 MLS U17 Academy Teams to Compete in Tournament July 23-31

FRISCO, Texas (July 22, 2011) – adidas kicks off the Generation adidas U17 Cup this weekend featuring the nation’s top youth soccer players from 16 Major League Soccer U17 Academy teams. Held in Frisco, Texas July 23-31, this is the only soccer event in the nation that brings together all MLS Youth Academy teams to compete against each other.

“Elite soccer showcases like the Generation adidas U17 Cup, which feature strong competition, high profile facilities and big name organizations draw the country’s top soccer players and is the perfect platform for them to develop their game and showcase their skills,” said Antonio Zea, director of soccer for adidas America.

MLS clubs participating in the U17 tournament include Chicago Fire, Chivas USA, Columbus Crew, Colorado Rapids, D.C. United, FC Dallas, Houston Dynamo, LA Galaxy, New England Revolution, New York Red Bulls, Philadelphia Union, Real Salt Lake, San Jose Earthquakes, Seattle Sounders, Sporting Kansas City and Toronto FC.

“By allowing the best players in the MLS Academies to compete against each other, the Generation adidas U17 Cup has proven to be a high level playing opportunity for those players with aspirations of playing soccer at the highest level,” said Alfonso Mondelo, MLS Technical Director. “It is very exciting to see how players who participated in previous editions like Danny Mwanga (Philadelphia Union), Andy Najar (DC United) or Ruben Luna (FC Dallas), are currently featuring for their respective clubs. We look forward to many more participants from the 2011 Generation adidas U17 Cup making the best of this opportunity and joining the MLS ranks in the near future.”

The championship game for the Generation adidas U17 Cup will be played at Pizza Hut Park, home of FC Dallas, on Sunday, July 31.

“The United States has some of the best athletic talent in the world and it’s part of our goal at adidas to make sure our homegrown athletes have opportunities to play elite soccer,” said Zea. “We share a long-term vision with the MLS to develop the elite game here in America and look forward to continuing to work together to develop the next generation of American soccer stars.”

New to the tournament this year is the addition of the U15 pre-Academy tournament that will showcase eight teams from MLS clubs including Chivas USA, Columbus Crew, D.C. United, FC Dallas, Houston Dynamo, LA Galaxy, New York Red Bulls and Seattle Sounders.

adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Liverpool FC, AC Milan, Real Madrid, Bayern Munich, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas also sponsors world-class athletes like Lionel Messi, David Villa, Kaka, Steven Gerrard, Xavi, Frank Lampard and Andres Guardado, Jozy Altidore, Juan Agudelo, Omar Gonzales and Brek Shea, among others.

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