

For Immediate Release

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San Francisco Soccer Reaches 1,000 Weekly Players

Vacant Lot in Telegraph Hill Now a Vibrant Soccer Community

San Francisco (January 26, 2009) – In less than eighteen months, non-profit organization San Francisco Soccer turned a dormant parking lot in Telegraph Hill into a vibrant soccer community. With the start of the new SoccerTots season in February, Telegraph Field will cross over the 1,000 player mark, for the number of soccer players currently playing in leagues and classes at Telegraph field *every single week*. One of its most popular and unique programs, the nationally renowned SoccerTots program draws parents and kids as young as 18-months old to the field on Pier 27 on The Embarcadero.

“San Francisco has one of the worst player-field ratios in the country, and there wasn’t a single soccer field in the entire Telegraph Hill/North Beach area before, so it’s no surprise that so many players have discovered the field,” said Curran, co-founder of San Francisco Soccer. “But, the field is just a starting point. The long-term challenge is continuing to provide high-quality programming and the best coaches and referees that help grow the sport.”

To complement the SoccerTots program, which starts its new season on February 14, San Francisco Soccer will kick-off its first Micro Soccer League for children aged 4 to 7 years old, this Spring. In addition, several local elementary and high schools use the field every day for soccer practice after school. And, San Francisco Soccer is committed to supporting nonprofit organizations which serve children. In the last year it has donated the field to the Special Olympics, PAL Youth Soccer League, Galileo High School, YMCA, Glide Church, and Mission Outreach.

“We want to make sure every kid in San Francisco has a place to play and great programs to develop their skills,” said Curran. “Who knows where the next Mia Hamm or David Beckham will come from?”

For adults, San Francisco Soccer offers free, pick-up soccer four days a week. The lunchtime pick-up has become popular with corporate coed players who work near downtown. This is in addition to the several adult leagues, which continue year-round on a rotating basis and accommodate players from beginner to advanced, including coed leagues. The field is also used for soccer camps, adult beginner soccer classes and soccer tournaments.

“People of all different ages and skill levels are regular users of our field. Parents love to get their kids outdoors and running around and adults appreciate the opportunity to get exercise or play in a competitive, team environment,” said Curran. “But the one common denominator is that everyone who comes here socializes around the common interest in soccer. It feels good.”

Opened in July 2007, San Francisco Soccer's "Telegraph Field," sat dormant for two years before the nonprofit took over and revitalized the site. It is the only field in the Telegraph Hill/North Beach area and its prime, waterfront location offers dramatic views of Coit Tower and downtown, as well as ample parking. Its 90x180ft playing surface is outfitted with a synthetic, low-impact turf identical to those on professional sports fields. The turf has the look and feel of real grass, but reduces the risk of injury.

Additional information about Telegraph Field, San Francisco Soccer, leagues, programs, and clinics is available by calling John Curran at (415) 272-7686 or visiting the Web site at www.sanfranciscosoccer.org.