

FOR IMMEDIATE RELEASE:

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SOUTH TEXAS YOUTH SOCCER ASSOCIATION AND THE SOCCER PARENTING ASSOCIATION ANNOUNCE PARTNERSHIP TO IMPROVE SIDELINE BEHAVIOR AND PROVIDE EDUCATION AND GUIDANCE TO YOUTH SOCCER CLUBS AND PARENTS

ROUND ROCK, TEXAS – South Texas Youth Soccer Association (STX Youth Soccer) and the Soccer Parenting Association today announce a partnership agreement to improve youth soccer in South Texas by providing parents and clubs with discounted access to the SoccerParentResourceCenter.com – a youth soccer parent and coach education platform. Additionally, STX Youth Soccer is announced as a Sideline Project Partner (TheSidelineProject.com), and will encourage all parents, coaches, referees, spectators, and caregivers to join The Sideline Project movement and take The Sideline Project Pledge.

The Soccer Parenting Association seeks to improve the experience and development of youth soccer players by improving sideline behavior and engaging, supporting and educating youth soccer parents and coaches.

“We are excited to work with the Soccer Parenting Association on this important issue in all of youth sport right now,” said Jennifer Davis, Executive Director. “Parent engagement and supportive behavior plays a huge role in the development and success of young soccer players.”

Providing a positive youth sporting experience where all children feel inspired, develop important life skills, and establish healthy habits they will take with them for life must be a top priority for all youth sport organizations.

“The investment STX is making towards positively affecting the lives of soccer players, families and dedicated coaches in South Texas is commendable. We are proud to work with South Texas Youth Soccer Association and are encouraged by their commitment to improving the youth soccer landscape in the state.” said Skye Eddy, Founder of the Soccer Parenting Association.

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