

The adidas Alliance – What The Architects Are Saying

PRIDE Soccer Presents an Inside View of the Groundbreaking Partnership

The adidas Alliance provides a unique opportunity for PRIDE players and coaches to gain access to professional soccer in the U.S. They will have exclusive interactive and educational events, as well as access to the Development Academy and the Rapids Homegrown Player List.

What are they saying?

"This partnership is a positive step in our continued efforts to identify, develop and promote players within our structure" said Rapids Technical Director Paul Bravo. "*The adidas Alliance* will give our partnering club's membership full access to our Development Academy with the plan to develop players for our First Team. The development and education instituted within the alliance will not only be on the player level but we will also share in coaching resources and philosophies that will move us all forward together. We are really excited about this opportunity and are looking forward to a long lasting relationship with each of our affiliates".

"PRIDE Soccer is very enthusiastic about the opportunities created for our boys program as we enter into a relationship with the Colorado Rapids through *The adidas Alliance*" added PRIDE Boys Director of Coaching Gary Evans. "Through shared resources we will enhance our player development program and improve our training techniques which will prepare our players for great opportunities. Whether a player aspires toward a professional or college career he is able to do so in Colorado Springs because of the innovative training and high quality coaching staff at PRIDE Soccer".

Furthermore, "adidas would like to congratulate PRIDE Soccer, its coaches, players and parents. We are proud of our partnership and look forward to working together towards continued success both on and off the field" said Jim Godfrey, Rocky Mountain Soccer Rep for adidas.

What is the United States Soccer Development Academy?

This is U.S. Soccer's (USSF) elite program for boys. The Development Academy includes 74 of the top clubs in the United States and now PRIDE has access to this program.

FREQUENTLY ASKED QUESTIONS → [link to:](#)

http://www.coloradorapids.com/pdf/DA_FAQ_4_1_09.pdf

PRIDE Soccer...Colorado Rapids...*The adidas Alliance*...where "***Impossible is nothing***".

