

FOR IMMEDIATE RELEASE



US YOUTH SOCCER GETS MORE MOJO

Largest Youth Sport Organization Partners
with Innovative New Tech Platform
to Empower Parents and Coaches Across the U.S.

FRISCO, Texas and LOS ANGELES, Dec. 21, 2020 – Today, US Youth Soccer (USYS), the largest youth sport organization in the country, and MOJO, an innovative new education and technology platform, announce a pioneering two-year partnership.

Los Angeles-based MOJO aims to put the magic back into youth sports by providing coaches, parents, leagues and teams with a one-stop coach-in-a-box mobile app that takes the stress and chaos out of coaching. Starting in February, US Youth Soccer coaches and parents will be able to access the MOJO app featuring exclusive short-form videos customized to age and skill level and one-touch tools to plan fun and engaging practices.

The new partnership comes at a crucial time in youth sports as COVID-19 has disrupted play across the country. As the spring 2021 soccer season approaches, USYS and MOJO hope to enrich and improve the grassroots soccer experience with easy-to-use technology and world-class educational content developed by top coaches, experts and elite athletes.

“With fun-to-watch content and a cutting-edge mobile app, MOJO will greatly enhance our mission to support our three million players and one million coaches and volunteers on and off the field,” said Skip Gilbert, CEO of US Youth Soccer. “We’re impressed with MOJO’s team and commitment to helping grassroots players and coaches. Tools like these provide support at all levels of experience, helping build strong foundations for younger players and first-time coaches, while also reinforcing USYS efforts to educate, develop and grow the developmental pipeline.”

“We are excited to work with US Youth Soccer and we can’t wait to help kids and parents across the country get back out on the field in 2021 and beyond,” said Ben Sherwood, Founder and CEO of MOJO. “Whether you’re coaching or cheering from the sidelines, MOJO wants to make the youth sports

experience easier and more fun for everyone,” added Sherwood, former co-chairman of the Disney Media Networks and longtime soccer coach of two sons.

The new partnership with US Youth Soccer represents MOJO’s first major agreement as it builds strategic relationships with leading youth sports organizations, clubs and teams in a variety of sports in the U.S. and around the world.

About MOJO:

MOJO is on a mission to make youth sports more fun for everyone – one kid, one coach, one family, one team at a time. Launching in early 2021, MOJO is a robust digital platform that empowers parents who coach youth sports to bring world-class training to the largest pool of players in the world – kids aged 13 and under. MOJO believes that youth sports have the power to transform lives, not just for the kids on the field but the coaches and parents on the sidelines. MOJO is committed to equity, inclusion and helping to level the playing field for kids everywhere. For more information, visit www.mojo.sport.

About the United States Youth Soccer Association (US Youth Soccer):

US Youth Soccer, the largest youth sport organization in the country, is on a mission to provide world-class support, resources and leadership, helping every member fulfill their goals, on and off the field of play. US Youth Soccer registers nearly 3 million players annually. Through its programming, resources and leadership, US Youth Soccer is advancing the game for its 55 Member State Associations, 10,000 clubs and leagues and nearly 1 million administrators, coaches and volunteers. US Youth Soccer connects families and communities to the power of sports and its shared love of soccer. US Youth Soccer provides a path for every player, offering programs that provide a fun, safe and healthy environment for players at every level of the game. We Are Youth Soccer. For more information, visit www.usyouthsoccer.org.