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US Youth Soccer partners with TrueSport

Working Together to Change the Culture of Sport

FRISCO, TX (January 25, 2021) – US Youth Soccer (USYS) is pleased to announce their partnership with TrueSport®, a youth sports values-based program powered by the U.S. Anti Doping Agency. Founded on the cornerstones of sportsmanship, character building and life skills, TrueSport® and USYS will work together to change the culture of youth sport.

Among many initiatives, the partnership will provide USYS members with powerful educational tools to equip their young athletes with the resources to build life skills and core values for success on and off the field. “USYS 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. With TrueSport® content, USYS can now offer innumerable resources to coaches, parents and players to ensure they have the tools they need to build positive youth sports experiences,” said Skip Gilbert, CEO US Youth Soccer. “Sometimes we forget that sport doesn’t just mold us to become great athletes, it creates the foundation of who we are in the classroom, the office and at home. I’ve been a vocal champion of TrueSport since its launch years ago and I’m extremely proud to call them a foundation partner for USYS University.”

USYS members can now tap into the vast resources of TrueSport® and focus on the true essence of sport – integrity, respect, teamwork, courage, and responsibility.

“TrueSport’s duty is to empower parents, coaches, and educators with education that will help those in their care to become better people on and off the field of play” said Dr. Jennifer Royer, Senior Director of TrueSport® and Awareness. “Through our partnership with US Youth Soccer and their strong and engaged community, we are thrilled to help work with them to shape the future not only of sport, but to produce leaders who will someday positively influence society as a whole.”

USYS will begin making these resources available to their members via their website at www.usyouthsoccer.org beginning in January 2021, and will continue to refresh with new content and resources throughout the year.

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.

About TRUESPORT®

TrueSport®, a movement powered by the experience and values of the U.S. Anti-Doping Agency, champions the positive values and life lessons learned through youth sport. TrueSport (TrueSport.org) inspires athletes, coaches, parents, and administrators to change the culture of youth sport through active engagement and thoughtful curriculum based on cornerstone lessons of sportsmanship, character-building, and clean and healthy performance, while also creating leaders across communities through sport.

For more expert-driven articles and materials, visit TrueSport's [comprehensive library of resources](#).

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