

****March 27th, 2019 PRESS RELEASE****Announcement

Laguna United Football Club (LUFC) is excited to announce that they have entered into a two-year partnership with Xara Soccer. This partnership will play a big role in LUFC's ongoing effort to improve the overall member experience.

LUFC President Richard Kelly said, *"Xara is the perfect partner to support LUFC's commitment to ensure that every family is part of an experience that highlights not only athletic improvement but also focuses on the role the game can play in the development of character, values and life skills. Xara fits with the LUFC methodology in going beyond the standard offering, they have developed some unique programs and services that support this way of working. As part of our mission to serve the community, we continue to look for innovative and distinctive offerings that support the well-being of not just the players but everyone that experiences the game under the LUFC umbrella. LUFC will be working with Xara to make these products, programs and services available to our teams so that each can create an experience that is based upon the shared values of both the club and the families."*

Chris Price, Xara Soccer's President added, *"Xara is proud and excited to start a relationship with LUFC. We were very impressed by the direction Richard, Sam and the rest of the leadership team shared with us – we are equally committed to supporting the families in LUFC in their soccer experience. Soccer offers every family a value far greater than player development, soccer is a powerful platform upon which families can see their child build character, foster positive values and develop important life skills. The balance at LUFC for mums and dads with this approach is a game changer!"*

LUFC Director of Coaching Sam Nicholson said, *"LUFC is excited to start our relationship with Xara, we have been very impressed with their attention to detail on all items that will provide a great experience and partnership with our players and families. Partnering with a local business who shares our values in community and customer service was a big part of our decision moving forward. Xara has captured the vision we have for LUFC, and we are excited to see our players and teams represent the club in Xara uniforms."*

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Director of Coaching, LUFC
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Xara Soccer is located in San Clemente, CA and has been an ever present in the USA Soccer market place for the past 30 years!
Phone: 1-800-444-9272

Web: www.xarasoccer.com/

Look for more information on this exciting new partnership between LUFC and Xara Soccer in the coming weeks.
As well as the launch of the NEW and EXCITING 2019+ LUFC UNIFORM PACKAGE!!



LUFC



XARA SOCCER

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