

MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

253 Broadway, 6th Floor
New York, New York 10007
Main: 212.788.7794
Fax: 212.312.0930
www.nyc.gov/Fund

Bill de Blasio
Mayor, City of New York

Chirlane McCray
Chair, Board of Directors

Rob Speyer
Chair, Board of Advisors

Darren Bloch
Executive Director

November 2016

Dear Community Board 3,

I am writing to share some helpful background information about the New York City Soccer Initiative, which was announced on July 12, 2016 by Mayor Bill de Blasio, the U.S. Soccer Foundation, New York City Football Club, adidas America Inc., and the Mayor's Fund to Advance New York City. This \$3,000,000 first of its kind public-private partnership will build and maintain 50 acrylic mini-soccer fields in underserved neighborhoods across the five boroughs over the next five-years, as well as integrate afterschool programming for as many as 10,000 New York City youth and young adults.

In this packet you will find additional information about the NYC Soccer Initiative, partner organizations and agencies as well as FAQ's and contact information. Please do not hesitate to contact me directly if you have questions.

Thank you for your time.

Sincerely,



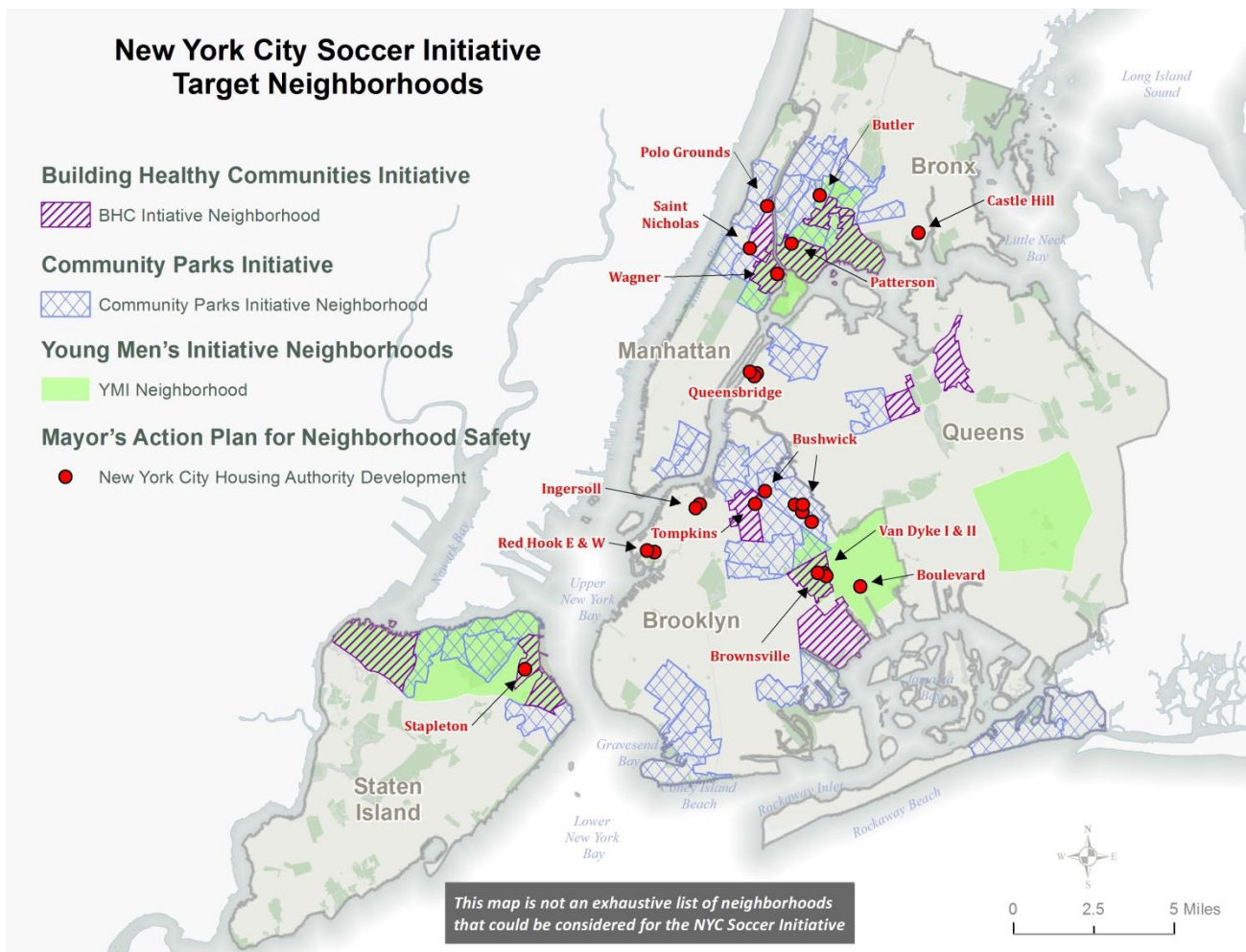
Darren Bloch

New York City Soccer Program Description

The Soccer Initiative is supported by the U.S. Soccer Foundation, New York City Football Club, adidas America, Inc. and the Mayor’s Fund to Advance New York City. All four partners pledged to invest a total of \$3 million to build and maintain the fields, and provide free programming for children focused on promoting healthy eating habits, active living, and mentorship. In addition to the capital investment, the New York City Football Club will either raise or contribute an additional \$600,000 to create a fund to support the repair and maintenance of the fields. These new soccer fields will be essential in keeping our young New Yorkers safe, active and connected with the community. With this partnership, we are tackling inequality in all its forms – including those in our parks and outdoor spaces.

The program will aim to serve 10,000 young New Yorkers through after-school soccer and mentoring programs, such as soccer clinics, festivals, youth summits and night leagues to promote safe, active and connected communities. All of the neighborhoods being chosen to host the Soccer Initiative fields are focuses of the Mayor’s Building Healthy Communities Initiative, the NYC Parks Community Parks Initiative, the Mayors Action Plan for Neighborhood Safety or the Young Men’s Initiative.

New York City Soccer Initiative Target Neighborhoods



Place Based Mayoral Initiatives

Through the [Community Parks Initiative](#), NYC Parks is making an investment in 55 under-resourced public parks across New York City. With input and guidance from community members, the city is designing and re-creating these local parks and turning them into thriving neighborhood destinations.

[Building Healthy Communities](#) works with local, public and private partners to address the inequity of public investment in open spaces and playgrounds in 12 targeted neighborhoods - across all five boroughs - by improving opportunities for physical activity, increasing access to nutritious and affordable food, promoting public safety and promoting community health.

The [Mayor's Action Plan for Neighborhood Safety](#) (MAP) is pioneering a 21st century crime reduction approach that goes beyond traditional law enforcement. The initiative works in 15 NYCHA developments that account for nearly 20 percent of all violent crime in public housing, bringing together neighborhood residents and government agencies to reduce crime. The MAP strategies aim to address concentrated disadvantage and physical disorder, and promote neighborhood cohesion and strong citywide networks. The initiative partners with community organizations and residents of these housing developments to achieve several outcomes, among them: identifying and responding to the most pressing community challenges and scheduling appropriate interventions and opportunities for the community.

The [New York City Young Men's Initiative \(YMI\)](#) was created in August of 2011 as a public-private partnership to address increasing disparities among black and Latino men between the ages of 16 and 24 in education, employment, health and justice. The YMI mission is to develop and champion policies, programs and partnerships that holistically support the success of young men of color throughout New York City.

NYC Soccer Initiative Founding Partners

The Mayor's Fund to Advance New York City, chaired by First Lady Chirlane McCray, is a 501(c)(3) not-for-profit organization committed to promoting partnerships between the City and the private sector in support of high-impact public programs. The Mayor's Fund is focused on serving as a vehicle for the generous business and philanthropic communities to contribute to City programs and enhance the lives of New Yorkers in areas ranging from mental health, to youth workforce development, to immigration and citizenship



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For over twenty years, the Mayor's Fund to Advance New York City has facilitated public-private collaborations that support the development and emerging needs of the City's most underserved communities. Uniquely positioned to wed the unmatched reach of government with the flexibility and entrepreneurial spirit of the private sector, the Mayor's Fund leverages the deep well of civic goodwill by linking City agencies to private individuals, corporations and foundations with shared goals for New York City and its residents.

The U.S. Soccer Foundation's programs are a national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports.



Soccer for Success is a free after-school program that is proven to help kids establish healthy habits and develop critical life skills through caring coach-mentors and family engagement. Kids play 90 minutes per day, after-school, three times a week throughout the academic year.

Soccer for Success coaches are also mentors. They teach kids the fundamentals of soccer, but also strive to help children build confidence and recognize the value of hard work, teamwork and persistence in achieving personal goals. Participants learn about eating right and other ways to stay healthy, and they gain important decision-making and relationship skills from

their interactions with coach-mentors and peers. By learning what it takes to play a team sport, kids are also being prepared to be productive citizens.



City in the Community Foundation (CITC) proudly supported by New York City FC was launched in New York in 2010 with the creation of a rooftop soccer pitch built on top of PS 72 (East Harlem's Lexington Academy) before the club itself even existed. Since then, the first-of-its-kind, synthetic grass pitch has provided hundreds of young people a safe place to play soccer.

In 2013, New York City FC was officially launched on that same pitch. With the support of Fans, CITC has proudly served over 30,000 young people across the five boroughs, using the power of soccer to promote health, education and leadership development and create safe community spaces where programming is free of charge.



adidas is the global leader in soccer. It is the official sponsor and official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, Major League Soccer, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Lionel Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.

2016 NYC Soccer Initiative Agency Partners

New York City Housing Authority -The New York City Housing Authority's (NYCHA) mission is to increase opportunities for low- and moderate-income New Yorkers by providing safe, affordable housing and facilitating access to social and community services. More than 400,000 New Yorkers reside in NYCHA's 328 public housing developments across the City's five boroughs. Another 235,000 receive subsidized rental assistance in private homes through the NYCHA-administered Section 8 Leased Housing Program.

New York City Parks and Recreation –New York City Parks is the steward of nearly 30,000 acres of land — 14 percent of New York City — including more than 5,000 individual properties ranging from [Coney Island Beach](#) and [Central Park](#) to [community gardens](#) and [Greenstreets](#). Parks operates more than 800 [athletic fields](#) and nearly 1,000 [playgrounds](#), 1,800 [basketball courts](#), 550 [tennis courts](#), 67 [public pools](#), 51 [recreational facilities](#), 15 [nature centers](#), 14 [golf courses](#), and 14 miles of [beaches](#). The Department also cares for 1,200 [monuments](#) 23 [historic house museums](#), and looks after 600,000 [street trees](#) and two million more in the parks themselves. NYCParks is New York City's principal providers of recreational and athletic facilities and programs, home to free concerts, world-class sports events and cultural festivals.

New York City Department of Education -The New York City Department of Education (DOE) is the largest school district in the US, serving 1.1 million students in over 1,800 schools. The New York City Department of Education is committed to working collaboratively with parents, educators, school communities, and external stakeholders to improve student achievement and ensure that every child graduates from high school prepared for college, a career, and a future as a productive, critically thinking adult.

New York City Soccer Initiative FAQ

What is the New York City Soccer Initiative? On July 12, 2016 Mayor Bill de Blasio announced the launch of the New York City Soccer Initiative (Soccer Initiative), a \$3,000,000 first of its kind public-private partnership. The initiative will build and maintain 50 acrylic mini-soccer fields in underserved neighborhoods across the five boroughs over the next five-years as well as integrate afterschool programming for as many as 10,000 New York City youth and young adults. These new soccer fields will be essential in keeping our young New Yorkers safe, active and connected with the community. With this partnership, we are tackling inequality in all its forms – including those in our parks and outdoor spaces.

The Soccer Initiative is supported by the U.S. Soccer Foundation, New York City Football Club, adidas America, Inc. and the Mayor’s Fund to Advance New York City. Each funding partner has committed a capital investment of \$750,000 over five years. In addition to the capital investment, the New York City Football Club will either raise or contribute an additional \$600,000 to create a fund to support the repair and maintenance of the fields.

Currently, the Soccer Initiative is supported by the following City partners: NYC Parks and Recreation, the Department of Education and the New York City Housing Authority.

Where are the initial 10 sites going to be located?*

- | | |
|---|---|
| 1. Cypress Hills Houses
475 Fountain Ave, Brooklyn, NY 11208 | 6. South Jamaica Houses
10904 160th St, Jamaica, NY 11433 |
| 2. Van Siclen Community Middle School/ The UFT Charter School/Achievement First Linden Elementary
800 Van Siclen Ave, Brooklyn, NY 11207 | 7. Irwin Altman Middle School 172
81-14 257th St, Glen Oaks, NY 11004 |
| 3. Millbrook Playground
625 E 135th St, Bronx, NY 10454 | 8. I.S. 49 Berta A. Dreyfus/ Eagle Academy for Young Men of Staten Island
101 Warren St, Staten Island, NY 10304 |
| 4. Harlem Lane Playground
West 151-154 Streets, New York, NY, 10039 | 9. TBD |
| 5. P.S. 083 Luis Munoz Rivera/ The Bilingual Bicultural School
219 East 109 th Street, New York, NY 10029 | 10. TBD |

(*Subject to on-site conditions and scheduling requirements)

How were the sites chosen? The Mayor’s Fund, in collaboration with our funding partners, City agencies and with community input, will be selecting field locations in historically under-invested and under-resourced communities. Specific areas of focus consist of neighborhoods included in the [Mayor’s Building Healthy Communities Initiative](#), [Mayor’s Action Plan for Neighborhood Safety](#), [NYC Parks Community Parks Initiative](#), or [the Young Men’s Initiative](#). Additionally, specific site selection will be based on considerations of the physical space, environment, geographic distribution and parity, proximity to potential programming partners and existing site conditions.

What is the overall budget? Over the next five years, the Mayor’s Fund will raise and collect \$3 million from the funding partners to invest in the construction and maintenance of the 50 mini-soccer fields across the five boroughs. Each funding partner will provide a capital investment of \$750,000 over five years.

When will the fields be available for play? Fields will begin to open for play as early as summer 2017.

Who is building the soccer the fields? The U.S. Soccer Foundation will design and construct all 50 mini-soccer fields. Depending on the initial conditions of the site, construction is anticipated to take between 4-8 weeks per field.

What does a new field consist of? Each mini-soccer field is a hard court, soccer-specific play space. Each field will be approximately 7,200 square feet in size, with an acrylic overlay surface similar to those utilized for basketball and tennis courts. The mini-soccer field will also include a pair of permanent goals secured into the surface with tamper-proof anchors, as well as fencing to ensure safety of those using the mini-soccer field. Please see below for an example of a mini-soccer field:



What programs will be offered and how many children will be served? All 50 acrylic mini-soccer fields will be open and accessible to the surrounding community for soccer-related programming. In addition to local programming, the New York City Soccer Initiative will utilize the U.S. Soccer Foundation’s *Soccer for Success* afterschool program, which provides children in underserved areas across the nation with structured physical activity, nutrition education and mentoring by trained coaches-mentors. The U.S. Soccer Foundation, a recipient of an award from the Social Innovation Fund in 2011, has witnessed tremendous social, emotional and health improvements in the lives of *Soccer for Success* participants. An independent evaluation found that participants showed greater Body Mass Index (BMI) improvement and greater aerobic capacity improvement. Other findings revealed that participants showed increased nutritional awareness and choices and improved leadership skills. Approximately 10,000 youth will have access to soccer-related programs over the next five years.

Mayor de Blasio, Mayor's Fund to Advance NYC, U.S. Soccer Foundation, NYC Football Club and adidas Launch NYC Soccer Initiative – Bringing 50 New Soccer Fields to Underserved Neighborhoods

July 12, 2016

Over the next five years, public-private partnership will invest \$3 million in fields across the five boroughs, after-school programming for 10,000 kids

NEW YORK—Mayor Bill de Blasio and the Mayor's Fund to Advance NYC, the U.S. Soccer Foundation, the New York City Football Club and adidas today announced the launch of the New York City Soccer Initiative, a public-private partnership that will build and maintain 50 soccer fields in underserved neighborhoods across the five boroughs over the next five years. Fields will begin to open for play as early as next year.

"These new soccer fields will be essential in keeping our young New Yorkers safe, active and connected with the community. With this partnership, we are tackling inequalities in all its forms – including in our parks and outdoor spaces," said **Mayor Bill de Blasio**. "In the city of immigrants, with so many different languages and cultures, the New York City Soccer Initiative will be one of the great tools we use to unify young New Yorkers. My thanks to the Mayor's Fund, the U.S. Soccer Foundation, New York City Football Club and adidas for coming together and building a meaningful program."

"When we can make space for children to play in, we're saying that we're invested in their long term health and wellbeing," said **Council Speaker Melissa Mark-Viverito**. "The City Soccer Initiative will open the doors to a whole new world for kids who may otherwise not have access to these programs. Healthy kids grow up to be productive adults, and I thank the administration, the New York City Football Club, adidas and the U.S. Soccer Foundation for giving South Bronx and East Harlem children the opportunity to experience the exciting world of soccer."

"The U.S. Soccer Foundation is honored to work with the New York City Football Club, adidas and the City of New York to make a major impact in the City's five boroughs. The U.S. Soccer Foundation is committed to growing the sport of soccer and using the game as a vehicle to improve health and social outcomes among children in underserved communities. The commitment of strong partners like these underscores the importance of this work and represents a big step toward transforming the landscape in this great city and across the nation," said **Ed Foster-Simeon, President and CEO of the U.S. Soccer Foundation**.

"This is a special day for the New York City Football Club. Community has been an integral part of this Club since the very beginning," said **Jon Patricof, President of New York City Football Club**. "We have seen through the work of our extensive community programs that soccer has the ability to change lives. This initiative will give access to pitches and help us deliver our programming to thousands of New York City school kids in every borough, and we are thrilled to be a part of it."

“We believe that through sports, we have the power to change people’s lives,” said **Ernesto Bruce, Senior Director of Soccer for adidas**. “Sports gives young people so many amazing social, emotional and physical benefits that reward them for life. But there’s a lot threatening sports today – including safe access for kids to play. Today’s announcement to create and maintain 50 soccer fields, spread across the five boroughs of New York City will help bring sports to more kids, giving them a sense of team and community they might not otherwise have. We’ve enjoyed partnering with Mayor Bill de Blasio; the Mayor’s Fund to Advance NYC; the U.S. Soccer Foundation; and the New York City Football Club in the development of this project thus far and are eager to have the fields become a vital, thriving part of the larger communities that they serve.”

“By pooling public and private resources and expertise to implement creative solutions that address our toughest challenges, the New York City Soccer Initiative is improving the lives of New Yorkers,” said **Gabrielle Fialkoff, Senior Advisor to the Mayor and Director of the Mayor’s Office of Strategic Partnerships**. “With increased opportunities for physical activity and healthy eating in our most underserved communities, paired with enriching programming for young people, we are putting these kids on a path to success.”

“New York City Football Club is extremely proud to be part of today’s announcement,” said **New York City Football Club Vice Chair Marty Edelman**. “The New York City Soccer Initiative is a significant investment in the future of soccer in New York City, and alongside our programs which reach thousands of kids across the five boroughs, this is another example of how we can use the power of soccer to transform young people’s lives and enrich their communities.”

New York City Football Club players, David Villa, Frank Lampard and Jason Hernandez; and Head Coach Patrick Vieira; and Sporting Director Claudio Reyna joined the announcement, which comes with a pledge from all four partners to invest a total of \$3 million to build and maintain the fields and provide free programming for New York City school children focused on healthy, active living and mentorship.

The program will provide after-school soccer and mentoring programs, such as soccer clinics, festivals and youth summits to promote safe, active and connected communities. The New York City Soccer Initiative will also include a partnership with the City’s Young Men’s Initiative, providing young men of color with mentorship opportunities.

Through the construction of these new fields, the New York City Soccer Initiative will aim to connect more young people to soccer, expand U.S. Soccer Foundation’s nationally-recognized soccer after-school program – *Soccer for Success* – and repurpose underutilized spaces in our most underserved neighborhoods, creating a safe, public area where a community can gather. All of the neighborhoods being selected to host the New York City Soccer Initiative fields are focuses of the Mayor’s Building Healthy Communities Initiative, the Parks Department’s Community Parks Initiative or the Young Men’s Initiative.

Evidence shows that connecting young people – especially those in the lowest-income communities to mentorship opportunities early on is directly correlated to future success in high school, college and their careers. The New York City Soccer Initiative supports Mayor de Blasio’s OneNYC goal of

ensuring that New Yorkers of all ages can live, work, learn and play in neighborhoods that promote an active and healthy lifestyle.

The New York City Soccer Initiative will utilize the U.S. Soccer Foundation's *Soccer for Success* program – a recipient of the White House's 2011 Social Innovation Fund Award – and builds off the success of the New York City Football Club's *Healthy Hat-Trick* program. Together, those initiatives have served more than 15,000 young people with after-school programming in New York City. These programs are proven to have had a positive impact on their young participants throughout the five boroughs:

- 73 percent said the programs helped them to make healthier food choices;
- 83 percent said it helped to improve their confidence;
- 70 percent have said they now enjoy going to school more.

The New York City Soccer Initiative fields will be constructed to ensure year-round functionality. In addition, the New York City Football Club will create a fund to support the ongoing maintenance of the fields. **The first eight sites are as follows:**

1. J.H.S. 166 George Gershwin – Brooklyn, DOE
2. Cypress Hills Houses, Brooklyn, NYCHA
3. Irwin Altman Middle School 172, Queens, DOE
4. South Jamaica Houses, Queens, NYCHA
5. Millbrook Playground, Bronx, Parks
6. Eagle Academy For Young Men Of Staten Island, Staten Island, DOE
7. Harlem Lane Playground, Manhattan, Parks
8. P.S. 083 Luis Munoz Rivera, Manhattan, DOE

“At New York City Parks, it's our job to make sure that New Yorkers – our children especially – have the chance to get involved in sports and fitness activities. Thanks to the Mayor's office, the U.S. Soccer Foundation, the New York City Football Club and adidas, those opportunities have now expanded,” said **Parks Commissioner Mitchell J. Silver, FAICP.**

“Children reap critical benefits from exercise and it's critical to form healthy fitness habits at a young age to support their physical and mental health,” said **Schools Chancellor Carmen Fariña.** “The New York City Soccer Initiative will provide safe outdoor space for children to engage in physical activity, have fun playing soccer and also learn about the importance of making healthy choices and being active. As a big soccer fan myself, I know the significant impact this will have on students and families – including in many of our immigrant communities – across the City.”

“NYCHA is a proud partner in this initiative bringing soccer fields to neighborhoods that need them – and we're thrilled that two of our developments will directly benefit,” said **NYCHA Chair and CEO Shola Olatoye.** “These fields and this program will bring people together and provide additional opportunities for exercise and healthy competition – helping us create more connected NYCHA communities and improving quality of life for residents across the five boroughs.”

Congressman Charles Rangel said, “I applaud Mayor de Blasio for fostering this public-private partnership through the New York City Soccer Initiative that will serve youths in our congressional district after the last bell – at Harlem Lane Playground and at P.S. 83 Luis Munoz Rivera School. The

Soccer for Success program will provide consistent mentorship, exercise and recreation to our children who will learn not only to play a sport, but also be part of a team.”

“The Bronx suffers from disproportionately high rates of obesity, asthma, heart disease, and other chronic health issues. This new initiative will play an important role in combating these health disparities by creating state-of-the-art soccer fields that will encourage physical activity and promote healthier living,” said **State Senator Jose M. Serrano**.

“I applaud the Mayor, adidas, the U.S. Soccer Foundation and the New York City Football Club for spearheading this initiative; anything that creates the opportunity for individuals to exercise, play sports and enjoy the outdoors in their local neighborhood benefits the entire community.” said **State Senator Leroy Comrie**. “I look forward to the creation of these new soccer fields and hope that the Mayor’s Office continues to support youth programming so that these spaces are fully utilized going forward.”

“I’d like to thank the Mayor, the New York City Football Club, the U.S. Soccer Foundation, and adidas for bringing a soccer field to our community,” said **Assembly Member Rodriguez**. “This new amenity will be a catalyst to promote healthy habits, teach leadership skills and inspire our youth. Thanks to their generosity, East Harlem kids will no longer be left on the sidelines.”

Assembly Member Francisco Moya said, “Growing up in Queens, some of my earliest memories are of learning to play football in Flushing Meadows Corona Park. The announcement today of the New York City Soccer Initiative to build new football facilities in underserved communities will give more children in our great city a chance to play the beautiful game. With the growth of football’s popularity, as well as the South American population, these pitches will provide greatly needed relief to our current facilities that overwhelmed with use. I applaud the Mayor, the New York City Football Club, adidas, and the U.S. Soccer Foundation for partnering up to provide the kids in communities like mine the chance to make memories that will last a lifetime.”

“Thanks to the New York City Soccer Initiative; thousands of children, teens and soccer fans from across the city will now have access to state-of-the-art soccer fields, as well as expert led mentoring and training programs” said **Assembly Member David Weprin**. “I am especially pleased that one of these soccer fields will be located in the 24th Assembly District at the Irwin Altman Middle School, and I applaud Mayor Bill de Blasio for scoring a goal for active and healthy lifestyles.”

Assembly Member Matthew Titone said, “All children should have a good education, healthy food and the opportunity to exercise. Bringing the world’s most popular sport to underserved neighborhoods will help our youth become more fit and provide an outlet for positive activity.”

Council Member Barry Grodenchik said, “I am delighted to see the City investing in youth programs. As a former little league coach, I understand firsthand how beneficial sports can be. This initiative will serve thousands of young New Yorkers and provide important mentorship and after-school programs throughout the five boroughs.”

Council Member Deborah Rose said, “This public-private New York City Soccer initiative is a welcome investment in my district, an investment that will not only enrich the lives of countless young people, but also the long-term health of our city as a whole”

About the Mayor's Fund to Advance New York City

The Mayor's Fund to Advance New York City, chaired by First Lady Chirlane McCray, is a 501(c)(3) not-for-profit organization committed to promoting partnerships between the City and the private sector in support of high-impact public programs. The Mayor's Fund is focused on serving as a vehicle for the generous business and philanthropic communities to contribute to City programs and enhance the lives of New Yorkers in areas ranging from mental health, to youth workforce development, to immigration and citizenship. To learn more about the Mayor's Fund, visit nyc.gov/fund.

About the U.S. Soccer Foundation

The U.S. Soccer Foundation's programs are the national models for sports-based youth development. They are committed to helping young people in underserved communities across the country. The U.S. Soccer Foundation programs help children embrace an active and healthy lifestyle while nurturing their personal growth through trained coach-mentors. The foundation partners with local communities to create cost-effective, long-term initiatives that meet each community's youth-development needs and provide safe environments where kids thrive. Headquartered in Washington, D.C., the U.S. Soccer Foundation is a 501(c)(3) organization. For more information, visit <http://www.ussoccerfoundation.org>, or follow us on Twitter at @ussoccerfndn and Facebook at www.facebook.com/ussoccerfoundation.

About New York City Football Club

New York City Football Club is an American professional soccer team based in New York City that competes in Major League Soccer. It was announced as the league's twentieth franchise on May 21, 2013 and is the first and only Major League Soccer Club located within the five boroughs of New York City. Majority owned by City Football Group, which includes Manchester City FC, Melbourne City FC and Yokohama F. Marinos, New York City FC plays its home games at Yankee Stadium, which is also home to minority owner, the New York Yankees. New York City FC is embarking on its second ever season in 2016 and has former US National Team captain Claudio Reyna as its Sporting Director and former World Cup winner Patrick Vieira as its coach, in addition to Designated Players: Captain David Villa, Frank Lampard, and Andrea Pirlo. Website: NYCFC.com | Twitter: @NYCFC |

Instagram: @NYCFC | Hashtags: #NYCFC | #WeAreOne | Facebook.com/NewYorkCityFC | Stadium: Yankee Stadium | Training Facility: SUNY Purchase

About adidas Soccer

adidas is the global leader in soccer. It is the official sponsor and official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, Major League Soccer, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Lionel Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.

pressoffice@cityhall.nyc.gov
(212) 788-2958

Contact Information

For more information please visit: www.nyc.gov/nycsoccer

Should you need further assistance please contact

Toya Williford
Director of Programs and Policy
The Mayors Fund to Advance New York City
twilliford@cityhall.nyc.gov
212-788-4258

Irfan Ahmed
Program Associate
The Mayors Fund to Advance New York City
iahmed@cityhall.nyc.gov
212-676-4932

or

Laura Rokoff
Senior Advisor and Project Manager
The Mayors Fund to Advance New York City
lrokoff@cityhall.nyc.gov
212-788-8782