

Michigan State Youth Soccer Association Press Release

Contact: MSYSA, 734-459-6220
jsherman@michiganyouthsoccer.org



FOR IMMEDIATE RELEASE

MSYSA and Dick's Sporting Goods Begin Partnership

Plymouth, Michigan (March 16, 2011) – Michigan State Youth Soccer Association announced that Dick's Sporting Goods has signed an agreement as the Official Sporting Goods Retailer of the Michigan State Youth Soccer Association, Inc.

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment. The Company also owns and operates Golf Galaxy, LLC, a multi-channel golf specialty. As of January 29, 2011, Dick's Sporting Goods operated 444 stores in 42 states, 81 Golf Galaxy stores in 30 states and e-commerce and catalog operations for both Dick's Sporting Goods and Golf Galaxy.

Dick's Sporting Goods interactive website is the ideal place to find out information on promotions and new product being released. In visiting Dick's Sporting Goods website you can find all your apparel, footwear and equipment needs. www.dickssportinggoods.com.

Periodically, Dick's Sporting Goods will be offering MSYSA members discounts, coupons, and invitations to special events for MSYSA. Dick's Sporting Goods will be made available to be at MSYSA sanctioned tournaments for displays, signage, and coupon distribution. Dick's Sporting Goods is no stranger to soccer. On April 7, 2007 Dick's Sporting Goods Park opened their doors to their 97-acre soccer stadium on Colorado. Dick's Sporting Goods strives to support all levels of soccer, from the grassroots up to the Professional leagues.

The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 86,000 youth soccer players, 12,000+ coaches, and 8,000+ referees throughout the state of Michigan. MSYSA consists of a vast number of leagues who register players (boys and girls) from ages 4 through 19 throughout the state. MSYSA is a member of the United States Youth Soccer Association and the United States Soccer Federation. For more information on MSYSA, please visit www.michiganyouthsoccer.org.

More information about these promotions will be made available in the near future by visiting www.michiganyouthsoccer.org.

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