

# Michigan State Youth Soccer Association Press Release



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## FOR IMMEDIATE RELEASE

### Michigan State Youth Soccer Association and Inside Soccer Begin Partnership

**Plymouth, Michigan (December 7, 2012)** – Michigan State Youth Soccer Association (MSYSA) is excited to announce its new partnership with [Inside Soccer](http://www.insidesoccer.com), the leading online resource for soccer learning. The Inside Soccer partnership offers MSYSA members a wide variety of coaching and player development products and services at discounted pricing.

#### MSYSA – INSIDE SOCCER PARTNERSHIP

Inside Soccer is a leading web based coaching and player development resource that specializes in providing quality instructional video content together with a comprehensive set of tools and applications.

#### WHAT IS INSIDE SOCCER

Click here to read more <http://www.insidesoccer.com/what-is-inside-soccer/>

The Inside Soccer offerings will assist coaches in designing and planning their own season long training program based upon the practices, tips and advice from top professional and academies around the world. There are great benefits also for club administrators, players and parents. You will find that your soccer experience, as a coach, assistant coach, team manager, team official, players or parent, we will be elevated to a level you did not think possible.

#### What can inside Soccer do for you?

Click here to read more: <http://www.insidesoccer.com/what-is-inside-soccer/why-youll-love-us/>

“We at Inside Soccer believe that this is a tremendous opportunity for us to work with MSYSA and become an integral part in the development of coaches and players at every level across the region”

#### Benefits to MSYSA Members

Through this official partnership with Inside Soccer, members of Michigan State Youth Soccer Association will be provided special offers on selected Inside Soccer packages:

- Receive 15% discount off your first year subscription to Bootroom+ ANNUAL. **(Use promo code MSYSA15 when subscribing)**
- Alternatively, receive 15% discount of a three month subscription to the newly developed seasonal U10 Training Program (Program 2), containing approximately 60 videos. **(Use promo code TR10P10 when subscribing.** The U10 Training program is included in the Bootroom+ package.)

For more information or to redeem your discounts, please visit <http://www.insidesoccer.com/michigan-state-youth-soccer-association/>. Once registered with Inside Soccer, please use the above promotional codes when subscribing to the packages mentioned.

Inside Soccer’s new interactive website is the ideal place to find information on promotions, inspirational ideas for sessions and new coaching videos. Once you visit Inside Soccer’s website, you will find coaching and training resources for all age groups and all levels of ability. Additionally, Inside Soccer will provide coach education and player development materials to MSYSA on MSYSA’s website ([www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org)) periodically through the new partnership.



At a Club level, Inside Soccer offers even more tools and functionality to cater for registration, player performance planning and development, interactive Club wide communication and more. View Club Access and follow up with an email to [clubs@insidesoccer.com](mailto:clubs@insidesoccer.com).

#### **About Inside Soccer**

INSIDE SOCCER is the primary resource for thousands of coaches, players and clubs for soccer learning. With over 1,500 quality video segments, the content features the actual training methods used at the Academies of the worlds best clubs – Chelsea, Inter Milan, Valencia, Sporting Lisbon, Ajax, Flamengo, Santos, River Plate, Boca Juniors – advice and practices from the best players in the world Lionel Messi, Paolo Maldini, covering all age groups and ability levels.

The tremendous depth and scope of drills and activities is further complemented with full training programs for a season, advice for players and parents alike, and that is not all. INSIDE SOCCER also offers a full suite of tools and applications that enable any coach to manage, connect, communicate and interact with a team.

Now Inside Soccer is pleased to present a new collection of e-books, the INSIDE SOCCER Training series, specifically developed by our team of Pro Academy coaches, designed to assist you the coach even further with your team and program development. This series provides a set of progressive training sessions that you can use to refine your own sessions, inspire your players and take their game to the new level.

#### **About Michigan State Youth Soccer Association**

The Michigan State Youth Soccer Association, Inc. (MSYSA) is a nonprofit organization that represents over 89,000 youth soccer players, 12,000+ coaches, and 8,000+ referees throughout Michigan. MSYSA consists of a vast number of leagues that 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, visit [www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org).

[www.INSIDEsoccer.com](http://www.INSIDEsoccer.com)

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