

# Michigan State Youth Soccer Association Press Release



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## #MiMoment

### FOR IMMEDIATE RELEASE

#### MSYSA Launches #MiMoment Social Media Campaign

**Plymouth, Michigan (April 30, 2014)** – The Michigan State Youth Soccer Association, Inc. is pleased to announce that it has initiated a targeted grassroots communications campaign. MSYSA wants to hear from our members on their ‘Moments’ in youth soccer that have been fun, memorable and exciting! The #MiMoment campaign is intended to connect soccer fans, parents, players and coaches from across the state. To further promote youth soccer here in Michigan, and the moments that bring soccer communities together, we want you to share with us your favorite moments during the season with the hashtag #MiMoment via Twitter, Instagram, YouTube or Facebook!

From your first practice, to your first game as a parent to coaching a great game or scoring your first goal, share the special moments with the MSYSA soccer community! If you’d like to instantly support #MiMoment, download the MSYSA #MiMoment app at <http://my.yapp.us/73NV63>! You can view stories, submit your own stories (with photos), and take interactive polls and more all within the app!

Supporters can also visit the [MSYSA #MiMoment Page](#) and view additional stories and #MiMoment tags instantly! You may also upload your moments (with photo and video) through the MSYSA website!

‘Our sport is so great from the friendships that evolve over the years to the sense of community it promotes. There are many special moments and stories out there that we are not aware of. We want to hear about them and we want to share them!’ said Tom Faro, Executive Director of MSYSA. ‘The #Mimoment campaign is about celebrating special stories and moments with others.’



Be sure to check out at MSYSA Tournaments and Events photo booths with MSYSA logos and tournament logos to take photos and submit online using the hashtag #MiMoment!

Remember, supporters can send personalized stories, team cheers, or ‘best of luck’ wishes directly to their favorite player, coach or team by using the hashtag #MiMoment or by visiting [www.michiganyouthsoccer.org](http://www.michiganyouthsoccer.org). From small details to spectacular achievements, let’s tell everyone what #MiMoment is!

#### 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).

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