



Augusta United Soccer Club Launching Fall 2020

Greetings SOCA Augusta Families

I hope you and your family are safe and healthy. I have some exciting news to share with you.

For the past 8 months the SOCA Staff and Board have been working on a rebranding initiative and the launch of two new soccer clubs. We feel these new brands will take soccer in an exciting direction in the Valley and spark enthusiasm from soccer players throughout western Virginia.

SOCA Augusta will become **Augusta United Soccer Club** this fall.

As you can see in the header of this email, Augusta United has its own distinct soccer crest, unique to Staunton, Waynesboro and Augusta County and separate from SOCA's. The club colors are Sky Blue and Black and travel teams will be wearing new uniforms in those colors this fall. Additionally, the club has its own website and social media outlets specific to Augusta United. Check them out here and give us a like or a follow:

www.AugustaUnitedSC.org

<https://www.instagram.com/augustaunited/>

<https://www.facebook.com/augustaunitedsoccerclub/>

As part of our strategic planning and branding process we established the new club motto – **Three As One** – reflecting the unity of Staunton, Waynesboro and Augusta in supporting this soccer club. We believe Augusta United will truly be representative of the local community and hope that players and families will take pride in representing their badge.

Augusta United will still be a part of the larger SOCA organization and the two entities will continue to collaborate with a shared curriculum, player development pathways and other economies of scale. Augusta staff, Mark Yurish, Chris Stapler and Shannon Harris, will continue to serve from our office in Augusta but now in sky blue and black rather than royal and red. Augusta United will also continue to offer many of the same programs it has become known for, including the Hot Shots and Recreational Programs, Summer and Winter Camps and Academies, and the Travel and Challenge Programs.

Concurrent with the launch of Augusta United we are also launching a new soccer club for the most ambitious and talented players in all of western Virginia. The **Skyline Elite Soccer Club** will debut this fall and will serve players who were previously a part of the SOCA Elite Travel Program. We feel this new club will provide a platform for the highest achieving players and be truly reflective of the broad composition of the teams, featuring players from not only Augusta United and SOCA but other clubs in the area as well. By separating this from the SOCA Brand, we hope both Augusta United and SOCA will feel equal ownership and investment in Skyline Elite.

Check out the Skyline Elite website here:

www.SkylineEliteSC.org

We know everyone is anxious to be able to get outside and play again and we hope that day comes soon. When it does, we are excited to see these new clubs in action.

Be Well
Matt Wilson
Executive Director

