



---

**March 31st, 2022**

## **Augusta United SC x Capelli Sport**

*Capelli Sport Becomes Official Uniform, Apparel and Equipment provider for Augusta United Soccer Club.*

Today Capelli Sport announced a multi-year partnership with the Virginia Soccer Alliance and will become the exclusive uniform and apparel provider for Augusta United based in Staunton and Waynesboro, VA.

Augusta United was launched in 2020 after operating as SOCA Augusta for six years as part of a merged entity with the neighboring SOCA club. It has been a part of the Virginia Soccer Alliance since 2021. The Shenandoah Valley club is a full service organization with year-round programming age 4 through adult. Augusta United's mission is to develop and grow the game in the greater Staunton, Waynesboro and Augusta County community. It promotes the values of player development, enjoyment and citizenship.

Augusta United's travel teams compete in the Skyline Club Soccer League in western VA. In addition to a growing recreational program, the club features boys and girls travel teams from U11-U19 as well as a developmental challenge league for aspiring travel players at U10 and U12.

The Virginia Soccer Alliance is a collaboration of multiple soccer entities in the Western VA region with a shared purpose and philosophy. Member clubs include SOCA, Augusta United and the Skyline Elite Soccer Club. Together, Alliance members put on programming including tournaments, travel leagues and teams, recreational programs, camps, clinics and personal training. The Virginia Soccer Alliance was formalized in 2021 with the goal of unifying player development platforms in western VA.

### **Executive Director of the Virginia Soccer Alliance, Matt Wilson said:**

"Our staff is excited about this long-term partnership with Capelli Sport. The Virginia Soccer Alliance continues to grow with clubs in different leagues including the ECNL Boys, Girls Academy League, ECNL Regional League and our own local Skyline Club Soccer League. With membership growing annually we are excited to have a uniform and equipment partner we can grow with."

Wilson added, "With different clubs and distinct brands a part of the Alliance, it is important for us to have a uniform supplier that can provide each club with a unique look all their own. The custom designed uniform options that Capelli Sport is able to provide our clubs is incredibly impressive and much appreciated. I have been impressed with the professionalism and communication the Capelli

Sport team has demonstrated through the bidding process, which makes partnering with them very easy.

"Capelli Sport will be more than a uniform kit provider. The player pathways and opportunities made available to our clubs through their network and partnerships overseas will provide additional benefits. We look forward to a long and fruitful partnership with Capelli Sport." Wilson continued.

**President and CEO of Capelli Sport, George Altirs said:**

"Capelli Sport is proud to be the exclusive supplier of apparel and gear for Augusta United SC for the coming seasons. Augusta United, as well as the Virginia Soccer Association as a whole, is committed to the same core values as the Capelli Sport brand, and we look forward to helping their players develop as both athletes and people."

**About Capelli Sport**

Based out of New York City, Capelli Sport was founded in 2011 with the mission to provide quality, functionality and design for high-level performance on the field. Capelli Sport now operates around the globe, distributing world-class training gear, apparel and equipment and partnering with elite soccer clubs and organizations. Learn more at [capellisport.com](http://capellisport.com) and find Capelli Sport on Twitter (@capellisport) and Instagram (CapelliSport), or visit the Capelli Sport Facebook page.