

INFORMATION BULLETIN

Bulletin #: I2021-053
Date: June 15, 2021
To: Ontario Soccer; District Membership, ORA and Associate Members
CC: Ontario Soccer Board of Directors, Staff
From: Bjorn Osieck, Director, Business Operations
Subject: Ontario Soccer launches new Club Discovery Tool in collaboration with Canada Soccer to further enhance PIPO 2.0 RTP Marketing Campaign

Ontario Soccer has announced the addition of another exciting tool to bolster its **"Pitch In. Play ON!"** 2021 Return to Play Marketing starter kit for its membership, which has now been cleared for use as communicated in Bulletin [A2021-013](#) on June 8, 2021. All Pitch In. Play ON! assets can be found on OntarioSoccer.net.

Ontario Soccer, in collaboration with Canada Soccer, has developed the new Club Discovery Tool, which is now available via the Ontario Soccer website by [clicking here](#). This tool can also be found on the OntarioSoccer.net homepage.


Functioning as a user-friendly reference of Ontario Soccer member organizations, the Club Discovery Tool allows individuals searching for a community soccer organization to locate all registered Clubs or Academies within their area to help them make an informed decision, where to seek quality soccer programming for themselves and their families.

How to use the Club Discovery Tool:

- 1) Click the Club Discovery Tool ["Want to Play?"](#) button on the Ontario Soccer homepage;
- 2) Once on the Club Discovery website, click the icon on the interactive map for Ontario (currently listing 588 organizations);
- 3) Use the Search field underneath the Club Directory header in the top left hand corner to search for organizations by city name or by organization name (for example: type "Guelph" for all Ontario Soccer member organizations in the area);
- 4) Click on the member organization of choice to learn more about their offerings and contact them, if desired.



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7601 Martin Grove Road, Vaughan ON L4L 9E4
905.264.9390 • ontariosoccer.net

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Note: Should member organizations notice any discrepancies or mistakes in their Club contact information listing, please report those to [Tom Wilkinson](#), Ontario Soccer Manager, Information Technology, so that the information can be corrected accordingly.

The **Pitch In. Play ON! - PIPO 2.0** is a follow-up Return to Play marketing campaign designed by Ontario Soccer for its membership to help rebuild consumer confidence and registration as Clubs, Academies, Districts Associations and Leagues transition back to Return to Play with a view to the all important 2021 Outdoor Season. The Club Discovery tool is another marketing asset for our collective use.

In addition to the Club Discovery Tool and a suite of marketing collateral, Ontario Soccer's [Return to Play Guide](#) – which has been constructed in full alignment with the current Government of Ontario Roadmap to Reopen Ontario - provides a step-by-step roadmap to ensure the 550 registered Clubs and Academies across the province can provide a safe place to play for our participants this summer.

Ontario Soccer would like to thank all member groups for their patience, resilience and never-ceasing passion and conviction to help our community to safely Return to Play. We are looking forward to working closely with you to bring soccer back to its feet during Outdoor 2021.

If you have any further questions, please contact [Bjorn Osieck](#), Director Business Operations.

How do I stay connected to Ontario Soccer?

For further information please refer to the latest bulletins on the [COVID-19 Updates](#) page, which has all the latest information from Ontario Soccer, as well as resources for your members. Please consider placing a dedicated link to the [COVID-19 Updates](#) on the homepage on your website.

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