



SOCCER SHOTS HARRISBURG & YORK AND FUSION FC SIGN PARTNERSHIP TO GROW US YOUTH SOCCER

FOR IMMEDIATE RELEASE

Harrisburg, Pa. (Dec. 6, 2018) – Soccer Shots Harrisburg & York and Fusion FC announced this week an official partnership that establishes Soccer Shots as the official two- to four-year old soccer program for the Greater Red Land area including Lewisberry, Newberrytown, West Shore, and other surrounding townships. The partnership enables Fusion FC to utilize Soccer Shots' nationally-recognized and curriculum-based intro to soccer program for families within their territories, with a participant pipeline into Fusion programs once children age out of training with Soccer Shots.

Prior to this week's signing, the two organizations operated under an informal agreement for Soccer Shots to host programs at Fusion's Red Land Soccer Complex. Moving forward, each organization will increase their programmatic support for one another as they seek to grow youth soccer throughout Central Pennsylvania.



L to R: Steve King, Executive Director of Soccer Shots Harrisburg & York; Denise Herb, President of Fusion FC; and Mandy Webb, Co-Owner and Business Manager of Soccer Shots Harrisburg & York.

"This partnership with Fusion FC further solidifies the outstanding relationship that has existed since 2016," said co-founder of Soccer Shots and owner of the Harrisburg & York franchise, Jason Webb. "Soccer Shots and Fusion FC have many common interests, and atop that list is positively impacting children, families, and the community through outstanding soccer programming.

"We are excited formalize our commitment to working alongside each other to make this impact."

Soccer Shots, Fusion FC, and the US Youth Soccer Association

The partnership between Soccer Shots and Fusion FC, similar to that of [Soccer Shots and CASA](#) announced earlier this year, is a result of a larger alliance established between [Soccer Shots and](#)

[US Youth Soccer](#) in December of 2017. That agreement paved the way for Soccer Shots franchises and local US Youth Soccer clubs to form agreements to share resources and create a path for boys and girls to be introduced to the world's most popular sport, build character, and prepare for future training—all in ways that are developmentally age-appropriate.

"Soccer Shots continues to be one of the fastest-growing and respected franchisors not only in youth soccer, but across all categories of youth fitness and recreation," said Soccer Shots Harrisburg & York Executive Director, Steve King. "As the national leader in child development soccer programs, we are inspired to build our positive influence within local communities. We've been doing this with Fusion FC for the past three years, and we're excited to grow this partnership and strive together for even-greater excellence in youth soccer."

Soccer Shots Program Opportunities

As mentioned, Soccer Shots programming has taken place at the Red Land Soccer Complex since 2016. Similar programs will run during both the 2019 Spring and Fall seasons, with additional opportunities arranged as the result of this formal alliance.

Of note, friends of Fusion FC are invited to give attention to Soccer Shots' 2019 Winter season programs for children ages 2-8 that are currently accepting enrollment, including the Winter League program for children ages 5-8; the Winter League may be of special interest to Fusion's families because a similar training opportunity is not being offered by Fusion during the upcoming months. The Winter League location that may be of highest appeal to Fusion's families starts on Jan. 9 at Highland Elementary School (1325 Carlisle Road, Camp Hill). More information on the Winter League can be found [here on the enrollment page](#).

About Soccer Shots Harrisburg & York

Located within the Harrisburg region, Soccer Shots Harrisburg & York provides children ages two through eight with a developmentally appropriate soccer and character development experience under the guidance of childhood education specialists, professional soccer players, and experienced and licensed soccer coaches. The curriculum-based program is offered through 200 franchises and territories across 36 states and Canada. Soccer Shots Harrisburg & York is one of the first franchises in the system, and operates out of the brand-new Soccer Shots Complex at 1020 S. Eisenhower Boulevard in Middletown, Pa.

About Fusion FC

Fusion FC offers both Fusion Recreational and Fusion Travel soccer programs for families throughout Central Pennsylvania. The Fusion Recreational program is an instructional program developed for boys and girls in the U6-U10 age groups, while the Travel program is for boys and girls in the U9-U19 age groups. Fusion operates out of multiple facilities including their primary site at Red Land Soccer Complex, as well as McLaughlin Field, Lower Allen Township Park, and other West Shore School district properties.