

FOR IMMEDIATE RELEASE

BVB International Academy-Atlanta Launches to Elevate Youth Soccer Development in the Southeast Region

Atlanta, GA, April 2, 2024 - BVB International Academy North America is proud to announce its newest affiliated club- BVB IA Atlanta. BVB International Academy Atlanta brings the renowned Borussia Dortmund youth development model to the heart of the Southeastern United States. This expansion marks a significant milestone for youth soccer in the region, offering young athletes unparalleled training and development opportunities.

With a mission to cultivate talent and instill a passion for the beautiful game, BVB International Academy Atlanta aims to provide a world-class soccer education grounded in the principles of excellence, teamwork, and sportsmanship. As part of the International Academy network of Borussia Dortmund academies, the Atlanta branch will benefit from the expertise and resources of one of Europe's most prestigious football clubs.

Led by a team of experienced coaches and staff dedicated to nurturing young talent, BVB International Academy Atlanta will offer a comprehensive training program designed to develop players both on and off the field. The BVB methodology will focus on creating the most authentic, intense soccer experience through the development of technical skills, tactical understanding, physical conditioning, and mental resilience, providing aspiring athletes with the tools they need to succeed at every level of the game.

Peter Brody, President and CEO of BVB International Academy North America shared, "Each and every time we met with Brian and his team in Atlanta our already high confidence continued to grow. This group is poised to do extraordinary things for BVB International Academy soccer in Atlanta and will deliver the BVB Way and an unparalleled soccer experience to the players in the southern areas of Atlanta. We are very pleased and proud to be bringing the Black and Yellow family to this important market and are extremely excited about the future for BVB in Atlanta."

"We are thrilled to bring the BVB International Academy to Atlanta and provide young soccer players in the Southeast with access to top-tier training and development opportunities," said Brian Stoddart, Academy Director of BVB International Academy Atlanta. "Our goal is to create a nurturing environment where players can thrive, learn, and grow, while embodying the values of sportsmanship, discipline, and education". BVB International Academy Atlanta will host an Open House in May, inviting families and soccer enthusiasts to learn more about the academy's programs, meet our coaching staff and learn more about the innovative training methodologies employed by Borussia Dortmund. In addition to its commitment to player development, BVB International Academy Atlanta will prioritize community engagement and outreach while collaborating with local organizations and schools to promote the growth of soccer at grassroots levels. Through partnerships and initiatives, the academy seeks to foster a love for the game and inspire the next generation of soccer stars.

About BVB International Academy Atlanta:

BVB International Academy Atlanta is the Southeastern United States branch of the renowned Borussia Dortmund youth development program. Committed to excellence in soccer education and player development, the academy offers a comprehensive training curriculum designed to cultivate talent, instill values, and inspire a lifelong love for the game.

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