



FOR IMMEDIATE RELEASE

March 17, 2015

Contact: Jim Hirni

(202) 680-3434 or jhirni@me.com

Soccer Club Secures Future and Sustains Growth Through Creation of New Brand

South Carolina United Mount Pleasant Soccer Club has changed its name to United Soccer Academy Mount Pleasant in strategic move to strengthen operations as club experiences exponential growth.

Mount Pleasant, SC – After months of planning, the board of directors of South Carolina United Mount Pleasant Soccer Club, together with Mount Pleasant Mayor Linda Page and members of Mount Pleasant’s Town Council, are pleased to announce that the organization has established itself under a new name and brand. **Starting this week, SC United Mount Pleasant (SCU-MP) will be known as United Soccer Academy Mount Pleasant (USA-Mount Pleasant).** The change comes after a mutually agreed upon departure from South Carolina United Soccer Club out of Columbia in order for the local club to enhance its operations and better manage the growth it has experienced over the past several years.

“These are exciting times for our soccer club,” said Matt Job, the organization’s executive director. “We have seen amazing growth during the past several years and we are excited to announce a new club name and logo to be the face of soccer here in the Mt. Pleasant community for years to come.” Although the club’s name is changing, Mount Pleasant will continue to be the club’s home. “We are so very grateful for the partnership that we have with the Town of Mt. Pleasant and we look forward to continuing to build the strong foundation for the future of soccer in Mount Pleasant and the entire Lowcountry for years to come,” said Job.

The rollout of the new name and logo for the area’s fastest growing soccer organization will begin this week during a press conference on Thursday at Mount Pleasant Town Hall with Mayor Page and members of Town Council. A public kick-off celebration will take place on Saturday at the Charleston Battery’s season opener at Blackbaud Stadium.

- Who:** United Soccer Academy Mount Pleasant Staff and Coaches
Mayor Linda Page
Town Administrator Eric DeMoura
Members of Mount Pleasant Town Council
- What:** United Soccer Academy Mount Pleasant along with Mayor Page & Members of Town Council will unveil the club's new name and logo.
Club will present jerseys to Mayor and Council Members
- When:** Thursday, March 19, 2015
11:15 a.m. ET
- Where:** Mount Pleasant Town Hall, Council Chambers
100 Ann Edwards Blvd., Mount Pleasant, SC

Mount Pleasant Town Councilman Mark Smith shared his enthusiasm about the brand change in advance of Thursday's press conference. "The Town of Mount Pleasant would like to congratulate Matt, his board of directors and coaches and all the club players and their families on the new name and logo design. We are proud to have you leading the growth of soccer here in our community and look forward to your future and watching you continue to grow as a club."

"We are so grateful for the partnership we have with the Town of Mount Pleasant," says Job. "The Mount Pleasant community couldn't be a better hub for this sport, our players and their families. Together, we will continue to grow soccer for all interested families here in the Lowcountry."

###

ABOUT UNITED SOCCER ACADEMY MOUNT PLEASANT

United Soccer Academy Mount Pleasant strives to provide the very best opportunities for each and every child in the club; specifically helping to develop the individual player to reach their potential in life through participation in soccer. The club's vision is to develop a reputation for producing well-trained soccer talent and gain the respect of the South Carolina and national soccer community. The club currently serves 962 total players with projected growth of more than 1,600 players by 2017. The club's home fields are located in Mount Pleasant, SC. To learn more, visit www.usamountpleasant.com and on Facebook, Instagram and Twitter: @usamountpleasant.