



*Brunswick Youth Soccer League*

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## **BYSL KICKS OFF 35th SOCCER SEASON FOR MORE THAN 400 LOCAL YOUTH**

### **OA Center's for Orthopaedics and Dick's Sporting Goods To Serve as 2011 'League Sponsors'**

BRUNSWICK, Maine – This month, the Brunswick Youth Soccer League (BYSL) began its 35th season of providing children of the mid-coast an opportunity to play recreational soccer. More than 500 children ranging from age 5 to age 15 will be participating on more than 46 different teams, each one sponsored by a local Brunswick business or not for profit.

BYSL is one of the most popular and well-established youth programs in Brunswick. The league focuses on teaching soccer skills in an environment that fosters player growth, encourages fun, and develops self-esteem for every player. Children improve their skills in a community based program, playing with and against friends, neighbors, and classmates, and with a balanced and healthy level of competition.

Jonathan Banks, current president of the BYSL, noted that the League's success and longevity reflects the emphasis placed on sportsmanship and safety, consistent with the Brunswick Parks and Recreation *Sports Done Right* program. "Our primary objective is to ensure that each player has an enjoyable, positive learning experience as a member of a soccer team," Banks said. "By focusing on both the fundamental skills of the game and the fundamentals of teamwork, BYSL kids have a great experience and learn to play a great game."

This year marks a new development in the community support for BYSL. OA Center's for Orthopaedics and Dick's Sporting Goods have agreed to serve as inaugural 'League Sponsors.' A brief appreciation ceremony was held at the Lishness Fields on Saturday morning to recognize those two businesses for their support.

Matt Somma, who is the manager of the Physical Therapy Department in OA Centers for Orthopaedics' Brunswick Office, presented the BYSL with a check for \$1,500 as part of the 2011 League Sponsorship. They also provided water bottles for all of the children participating in the program. "OA Centers for Orthopaedics is excited to be a new member of the Brunswick community," said Somma, "and we are proud to be able to support a group as successful and meaningful as the BYSL. The goals of healthy physical activity and good teamwork are shared by OA and are ones that young children will carry with them long after they have finished playing soccer," Somma added.

As part of their 2011 Sponsorship, Dick's Sporting Goods provided the BYSL with much needed pug goals, soccer balls and bags. Jeff Toler, New England Community Marketing Manager for Dick's Sporting Goods, added that his company's support of BYSL is part of a broader mission to encourage all children to participate in athletics, regardless of their ability or socio-economic background. "We are committed to making sure that every child has every opportunity to be involved in a sport of their choice," Toler said. "Supporting programs like the BYSL is a central part of that effort."

Banks took the opportunity to thank these community partners for their financial contribution to the BYSL. "The support of OA Centers for Orthopaedics, Dick's Sporting Goods and all of our individual team sponsors is the lifeblood of our organization," he said. "Everything we do and the great experience our kids enjoy is made possible because of their generosity."

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