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For Immediate Public Release

SoccerPlus CT Enters 5-Year Partnership with Advanced SportsPlex & Training Center

Middletown, Connecticut (15 November 2011) – Today SoccerPlus CT announces a new long-term deal has been reached to provide SPCT an indoor training facility and a home for its true youth development program.

The goal of SoccerPlus CT is the education of the total child. This comprehensive approach ensures that players for SPCT are maximizing their developmental opportunity and are becoming well-rounded people as well as elite athletes. The relationship with Advanced SportsPlex & Training Center (ASTC) will enhance the club's ability to fulfill its mission and will provide a winter training home for SPCT teams for the next five years and beyond.



ASTC is conveniently located at 1280 Newfield Street (Route 3) in Middletown, CT. This prime location allows for easy access from I-91, Route 9 and I-691. "Getting the right location was extremely important to us," explains Glenn Rowland, co-owner of ASTC, "We knew we needed to position ourselves to make the SportsPlex accessible from every direction, this location allows for that."

The 38,000 square foot state-of-the-art facility will feature no-rubber in-fill Puregrass® next generation turf which can be sterilized unlike other artificial surfaces. There will be a separate 10,000 sq. foot training area for speed & agility, warm-up as well as batting cages and a 40 yard running track.

Aside from on-the-field training, ASTC will be home to SoccerPlus CT's Sports Psychology Program, our Speed and Agility Programming powered by Parisi and space for team meetings and club gatherings. ASTC is located on the web at www.advancedsportsplex.com. The state-of-the-art facility will open January of 2012 and SPCT teams will train in the facility from the beginning of January through the end of February before heading back outside.

The relationship between SoccerPlus CT and ASTC is a true partnership through which SPCT will help ASTC create developmentally appropriate soccer programming. "We weren't going to change who we are to fit a square peg into a circular hole. We are an outdoor club. However, being in New England, we felt the need to further protect ourselves against the risk of harsh winters and snow on the ground in January and February and to provide younger players a climate-controlled environment where they can work with our professional staff on an ongoing basis," commented SPCT Executive Committee Chair, Anthony DiCicco, "Glenn and the ASTC staff understand where we're coming from and what makes us special. And they support the vision, which is what will make this a very successful partnership."

"Our values are deeply rooted in child development," says Rowland "so not just with SoccerPlus CT but with all the groups we have been speaking to in Field Hockey, Lacrosse and Baseball we have sought out professionals who understand and implement programming that we are proud to affiliate ourselves with."

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