



**U.S. SOCCER  
CONNECT**

Powered by:

 **stacksports**



FOR IMMEDIATE RELEASE

CONTACTS: [media@StackSports.com](mailto:media@StackSports.com)  
[RHolliday@MAYouthSoccer.org](mailto:RHolliday@MAYouthSoccer.org)

January 4, 2019

## **MASSACHUSETTS YOUTH SOCCER ASSOCIATION AND STACK SPORTS ANNOUNCE TECHNOLOGY PARTNERSHIP**

*Leading Sports Technology Provider Named as a Member Management Systems Partner to the Benefit of the State Association, Member Leagues and Clubs*

**Lancaster, MA** – Massachusetts Youth Soccer Association announced a long-term technology partnership with [Stack Sports](#), the largest and fastest-growing global provider of sports technology, leveraging the [U.S. Soccer Connect](#) platform to benefit the state association, member leagues and clubs in time for the 2019-2020 playing season. By leveraging U.S. Soccer Connect, a data and technology solution for leading associations that streamlines and improves connectivity and communication, Massachusetts Youth Soccer Association is on the cutting edge of new technology-driven engagement with its membership. This partnership is an integral step to the achievement of Mass Youth Soccer's ability to enhancing player safety.

Through integrated web and mobile platforms developed by Stack Sports, Mass Youth Soccer will provide its members with a significantly simplified adult and player registration process and adherence to the required standards for FIFA Connect. The system will also provide members with a seamless integration with platforms such as U.S. Soccer's National Data Center and Digital Coaching Center. The partnership will begin with Stack Sports providing a comprehensive and unmatched suite of products serving the Mass Youth Soccer community including websites, streamlined online registration and payments, event, team and roster management, scheduling, communications, video analysis and back office management. As part of the partnership with the state association, these products will be at a **significantly reduced rate** to its member leagues and clubs.

"Our goal at Stack Sports is to revolutionize youth sports and build technology solutions that were never thought possible just a few years ago in partnership with leading youth sports organizations. We look forward to showing Connect to clubs and leagues at their Workshop," said Matt Moran, Executive VP of Soccer for Stack Sports. "The alliance with Mass Youth Soccer to provide U.S. Soccer Connect to its membership is an example of what can happen when two leaders come together to change the game."

"As one of the largest state soccer associations, Mass Youth Soccer is pleased to partner with Stack Sports as we both attempt to make the game more accessible to others as well as managing our risk management responsibilities to enhance player safety," said Michael Borislow, Executive Director of Massachusetts Youth Soccer Association. "We continuously strive to help our member organizations provide their children, coaches and referees an inclusive, safe, affordable and fun environment. Using a premier Membership Management System will help us deliver on this effort". Mike added, "Stack Sports will help Mass Youth Soccer maintain our alignment with the U. S. Soccer Federation not only as we both try to make soccer the preeminent sport for all children, creating a lifelong passion and love for the game, but also thru the use of common technology".



**U.S. SOCCER  
CONNECT**

Powered by:

 **stacksports**



### **About Stack Sports**

With nearly 50 million users in 35 countries, Stack Sports is the global leader in sports technology providing an integrated technology platform for national governing bodies, youth sports leagues, clubs and associations, parents, coaches and athletes. Stack Sports is headquartered in Dallas and backed by Genstar Capital, the NFL's 32 Equity, Jerry Jones of the Dallas Cowboys, Providence Equity and other leading sports and technology investors. Since its formation in April 2016, Stack Sports has completed 27 acquisitions of market-leading sports technology companies. To learn more about how Stack Sports is transforming the sports experience, please visit <http://www.stacksports.com> or contact them at [Info@StackSports.com](mailto:Info@StackSports.com). Call for more info at 866-892-0777.

### **About Massachusetts Youth Soccer Association**

Massachusetts Youth Soccer Association is an official representative of U.S. Soccer, the national governing body of soccer in the United States, and US Youth Soccer in Massachusetts. At the international level, Massachusetts Youth Soccer is a member of FIFA, the worldwide governing body for soccer and is responsible for organizing, developing and promoting the game of soccer throughout the world. Through competitions, educational programs, workshops and coaching clinics, Mass Youth Soccer impacts the lives of more than 150,000 youth soccer players from ages five to 19 and over 30,000 adult coaches and volunteers. Additional information about Mass Youth Soccer can be found at [www.mayouthsoccer.org](http://www.mayouthsoccer.org).