

PRESS RELEASE

January 9, 2012

Century United of Pittsburgh FC and Joga Bonito FC have announced a strategic partnership that will be implemented immediately to further assist its players in their pursuit of soccer excellence. The partnership will enhance club coaching, training, and make programming available with the intent of enhancing and fortifying all facets of the Joga Bonito Program.

This initiative will serve as the basis for building an organization whose overall philosophy is to provide quality, consistency, and programming that is in alignment with the top soccer programs in the country.

“Joga Bonito FC has a vision to provide an environment that offers the highest quality of soccer instruction in a way that nurtures and encourages a child to develop and play to his or her best ability. Our club culture teaches our players that self-discipline, strong work ethic, a true moral compass, and a passion for excellence in team effort are the traits that help them fulfill their potential as soccer players and as human beings. Our partnership with Century United will allow us to continue our evolution as a full service club where all of our children are coached and trained by a ‘team’ of highly qualified and experienced professional coaches under a structure of well thought out developmental guidelines,” said Joga Bonito President Csaba Feher.

“There have been many changes over the last several years with the addition of various developmental opportunities for players in Western Pennsylvania. Many parents and coaches are unsure of which is the best route for players to pursue. Our partnership will allow us to guide Joga Bonito players through the demanding environment of youth soccer and will help create the appropriate environments for each of their players,” said Larry Guess, Century United President.

Key components of the partnership include:

- Single unified curriculum that is fully aligned with US Soccer.
- Century United coaches will work with Joga Bonito players and coaches to accelerate their development
- Joga Bonito coaches will be invited to participate in Century United training sessions and coaching education events

About Century United of Pittsburgh FC (www.centuryunited.org)

Century United was founded to offer players from Western Pennsylvania an opportunity to play a national schedule that gives wide exposure to the highest levels of the youth game. The club strives to teach and train competitive soccer that improves both the person and the athlete, by encouraging excellence and high standards of conduct in all aspects of life.

About Joga Bonito FC (www.jogabonitofc.com)

Joga Bonito means “Play Beautiful” in Portuguese and represents promoting fair and creative play, team spirit, and showing the beautiful side of soccer by encouraging “play from the heart”. We believe that kids learn much more in a soccer club than just the game. They learn how to work up to their potential, how to push themselves to their limits, how it feels when the team counts on them, and most importantly, how playing their hearts out for their team is the greatest fun. We look at each player as a whole person, and hope to see character development over time. Our coaches know that they are not only mentors but role models for their players, and that is how they interact with the kids on and off the field. Soccer at Joga Bonito FC is a game that teaches the value of hard work, the joy of team spirit, and the importance of an active, healthy lifestyle.