

# Success Through Soccer

## Mission:

To provide the opportunity for young female soccer players to meet their role models, develop their soccer skill set, while at the same time learning that with hard work, determination, and a plan, you can achieve success.

## Background:

Soccer is the number one growing sport in North America. Female registration accounts for almost 50% of registered soccer players. Girls need to see the opportunities the sport can provide.

Success Through Soccer initiative was born from the need for positive female role models combined with girls increased interest in soccer. Success through Soccer is a satellite soccer program Presented by R.O.A.R and members of the Canadian Women's National Soccer team to help promote female empowerment and make sure all young females soccer players know it is **AWESOME** to play like a girl.

The media coverage of the 2015 Women's World cup resulted in girls seeing a behind the scenes look at the hard work, determination and sacrifice these women went through to become a global powerhouse. Thus providing an in depth look for young female soccer players what attributes are need to achieve success. Success Through Soccer will be a program that will help reinforce this characteristics in young girls across Canada.

## Format:

100 youth girls total per session

25 players each to grouped with 1 of 3 Women's National Team Instructor

25 players grouped with 1 Athletic Therapist/Strength and Conditioning Instructor.

Players will rotate between the 4 stations receiving a 30 minute instructional session from all 3 National Team Instructors. Then will receive a 30 minute component on injury prevention specific to females and advanced physical literacy. Participants will receive coaching tips; have personal interactions with the players, and photo opportunities from all 3 National Team Instructors.

## Objectives:

In the 2015 we would like to hold 3 Success through Soccer Camps, in Toronto, Ottawa and Edmonton. Reaching directly 600 female youth soccer players. Growing the number of camps to 6 in 2016 reaching 1200 female youth soccer players. Female empowerment through sport, through education, through presentation will all be components added to Success through Soccer as the program builds. We would like to expand to workshops, team talks, public speaking engagements all in the name of female empowerment.