



FOR IMMEDIATE RELEASE

APRIL 11, 2018

STING AUSTIN ANNOUNCES EXICTING NEW PARTNERSHIP WITH LAKE TRAVIS ELITE SOCCER

(Dallas, Texas) – In what promises to be a fundamental step in continuing to build nationally prominent teams for Sting Austin ECNL, the Sting Organization is pleased to announce a unique partnership with Lake Travis Elite Soccer. Lake Travis Elite Soccer is based out of the western part of Austin and provides a competitive soccer solution that is technically focused for the surrounding community. The partnership brings the Sting Austin ECNL program to the Lake Travis area and provides those players from Lake Travis Elite Soccer with the ability to compete at the ECNL level a direct path to do so.

While each organization will maintain its identity and operate separately, there will be significant collaboration between the two. The top players within Lake Travis Elite Soccer will transition into Sting Austin ECNL teams, further enhancing the quality of the Sting Austin ECNL program. Initially the U13, U14, and U15 age groups will train full time out of the Lake Travis area to facilitate close collaboration in identifying and providing this opportunity for Lake Travis Elite Soccer players. Nick Gordon, Director of Coaching for Lake Travis Elite Soccer, will also fill a dual role working with Beau Brown, Director of Coaching for Sting Austin and Sting Austin ECNL staff coaches. This underscores the collaborative nature of the partnership. Lake Travis Elite Soccer Coaches will work closely alongside Sting Austin ECNL coaches and will have access to Sting Soccer's proprietary age specific developmental curriculum, and a robust offering of coaching resources, along with on the field mentorship through the partnership. Lake Travis Elite Soccer Club will become a direct feeder into the Sting Austin ECNL program, while the staff of both organizations work in collaboration to continue to enhance and develop local talent for the national stage.

Nick Gordon, Director of Coaching for Lake Travis shares excitement for the journey ahead,

"We at Lake Travis Elite are extremely proud and excited to be working in collaboration with the Sting Soccer Organization. We want to give all our players the opportunity to play at the highest level. Our players will have direct access to working with players and coaches the ECNL level, so it's a huge opportunity for our club to showcase the highest level of club soccer here in Lake Travis."

Beau Brown, Director of Coaching for Sting Austin echoes the sentiment,

"The collaboration with Lake Travis Elite Soccer is an unprecedented opportunity to continue to offer multiple avenues for Austin players to compete. When organizations can come together in partnership to truly offer players the opportunity to compete in higher level platforms everyone wins. Lake Travis coaches will benefit from the curriculum, resources, and coaching structure, that has made Sting Soccer so successful over time, while the players will have direct access to join Sting Austin ECNL teams and compete at the next level."

Over time, the partnership will continue to evolve to include more Sting Austin ECNL teams training out of the Lake Travis area. With what promises to be a groundbreaking collaboration between Sting Austin and Lake Travis Elite Soccer, the two organizations look to the future knowing they are providing the absolute best opportunity for area players to develop and succeed at their highest potential.

For more information on Sting Austin ECNL

Please contact **Beau Brown** @ 214-315-9290 OR beaubrown@stingsoccer.com