

Serving the City & Changing the World

CLEVELAND CITY STARS



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STARS ANNOUNCE INNER-CITY PARTNERSHIP WITH THE SALVATION ARMY

Cleveland, February 28th 2007 The Cleveland City Stars (CCS), Cleveland's new professional soccer team is one step closer to fulfilling the vision stated in the team motto: "Serving the City & Changing the World" after formalizing their new partnership with The Salvation Army of Greater Cleveland earlier today.

Since 1872, The Salvation Army of Greater Cleveland has worked with Clevelanders in need to improve their quality of life. Locally, The Salvation Army impacts the lives of more than 50,000 individuals annually. Together, CCS and The Salvation Army will give kids an alternative to drugs, gangs and violence, as well as teach them leadership skills and teamwork, and encourage each individual to reach their potential in spite of their challenging environment.

Beyond introducing soccer to "at risk" kids in the poorest neighborhoods, Mark Geissbauer, the Cleveland City Stars' General Manager emphasized the importance of bringing hope and opportunity to kid's who struggle just to survive. "Having been involved in this type of community work and seeing the impact in different countries all around the World, we look forward to serve the inner-city of Cleveland through soccer."



DOING THE MOST GOODSM



"We are very excited to be partnering with the Cleveland City Stars in a program to help inner-city youth." commented Philip Mason, Director of Development for The Salvation Army. "The program is designed to expose kids to the game of soccer while helping them deal with other significant life issues."

Partnerships such as this add a needed dimension to professional sports. Beyond the big names and highlight films, each player will have an opportunity not only to give back to their community, but to have their own lives enriched as well. CCS looks forward to a long and fruitful partnership with The Salvation Army and will continue to look for other ways to positively impact the lives of Cleveland's youth.

To find out more about the Salvation Army, please log on go to www.salvationarmycleveland.org !

For ways to get involved with the Cleveland City Stars outreach programs, visit their website at www.clevelandcitystars.com !



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