

**Press Release
For Immediate Release
Saskatchewan Soccer Association & Living Sky Sports and Entertainment Inc.
Announce
Soccer Town Saskatchewan**



**SOCCER TOWN
SASKATCHEWAN**



Regina, SK – May 18, 2021. Saskatchewan Soccer Association (SSA) and Living Sky Sports and Entertainment Inc. (LSSE) are proud to announce a new initiative that will result in one soccer organization or club being crowned **Soccer Town Saskatchewan!**

Starting June 5, 2021, short video clips from both youth and adult soccer organizations across the province will be shared on social media, with all of SSA's 57 Member Organizations being eligible to compete. The videos will demonstrate the province's love of the game, the growing excitement for a Canadian Premier League (CPL) soccer team coming to Saskatchewan, and the soccer community's support for a soccer specific stadium to be built in Saskatoon. Videos will be judged on a variety of criteria and one organization or club will be awarded the prestigious title of **Soccer Town Saskatchewan** and awarded the **grand prize of \$5000** towards field or facility upgrades or equipment.

With approximately 40,000 registrations annually, there is a dynamic, growing, soccer community in Saskatchewan, and when the announcement came on March 12th that LSSE was awarded the exclusive rights to a CPL expansion club in Saskatchewan, the SSA membership was beyond excited.

"This is the beginning of a long partnership with LSSE. Having a professional team in Saskatchewan is a game changer for our sport. Seeing professional soccer played in our own province will inspire our athletes, with some even having the opportunity to play professionally at home. It will encourage more kids to play and increase possibilities for officials to develop their skills. We couldn't be more excited for this opportunity and for what is to come. We are proud to be supporters of LSSE and the Stadium Project in Saskatoon." Doug Pederson, Executive Director, Saskatchewan Soccer Association.



“LSSE is honored to join SSA in support of Soccer Town Saskatchewan. This wonderful initiative will benefit a club or organization in the province with funds to enhance the soccer infrastructure or equipment needs in their community – and that’s a good thing,” said LSSE founder Alan Simpson.

Simpson added, “As the game of soccer continues to grow world-wide with Canada and Saskatchewan being no exception, LSSE is hopeful that we can bring a professional team to the province. We believe a pro team will give our local players who aspire to play professionally the opportunity to play at home, and just as importantly, our Saskatchewan fans of the game a team of their own to cheer and support.”

The grand prize will be awarded on Social Media on June 29, 2021. Organizations have until May 31st to declare their interest in participating and the videos will launch on June 5, 2021 on both Saskatchewan Soccer Association and Living Sky Sports social media channels.

About Saskatchewan Soccer Association

Saskatchewan Soccer Association is the provincial sport governing body responsible for the promotion and development of the game of soccer in Saskatchewan and is a full member of the Canadian Soccer Association. The professional not-for-profit organization is committed to developing the game by inspiring Saskatchewanians in its Mission to develop great people and connect healthy communities through lifelong participation in soccer. Its Vision is to see soccer enrich people’s lives and build strong relationships in Saskatchewan.

The Saskatchewan Soccer Association is comprised of Regular and Associate Members (Member Organizations), made up of associations, clubs, zones, community associations and individual players, coaches, managers and referees. Registered members of the Saskatchewan Soccer Association are entitled to participate in sanctioned soccer activities within the province. Working with Member Organizations, Saskatchewan Soccer Association operates under the guiding values of Integrity, Quality, Innovation, Collaboration, and most importantly, with a Participant-centred approach.

About LSSE

Living Sky Sports and Entertainment Inc. (LSSE) is a Saskatchewan based company specifically incorporated for the purpose of growing the sports market in the Province of Saskatchewan. Most recently, LSSE has entered into an agreement with Canadian Soccer Business (CSB) and acquired the exclusive rights for the development and launch of a Canadian Premier League (CPL) team and signed a Memorandum of understanding (MOU) with the Regina Red Sox Baseball Club, a member of the Western Canadian Baseball League (WCBL), to assist with the development of a ballpark stadium located at the rail yards on Dewdney Avenue in Regina.

The first step in the process towards LSSE’s launch of a CPL expansion team is to develop a soccer-ready stadium suitable to CSB’s league wide standards. Initial capacity for a stadium will be approximately 5000 seats with room for further expansion. LSSE’s plans include funding any pre-development costs of a stadium, as well as a meaningful portion of the capital cost of a stadium renovation, refurbishment or construction.



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