



## FC STEEL AND KEYSTONE ATHLETIC ANNOUNCE STRATEGIC PARTNERSHIP

**February 17, 2019.** Two leading youth soccer forces in northeastern Pennsylvania have joined together in a strategic partnership to provide greater value to the soccer playing youth of this region. FC Steel and Keystone Athletic have formed a new strategic partnership to provide both clubs with deeper coaching and facility resources, along with more player options and a higher level of service to benefit players and families alike.

“This is a classic example of two plus two equaling five,” says FC Steel club President, Jonathan Vasquez. “FC Steel has built a powerful reputation as one of the Lehigh Valley’s most successful and highly-regarded premier level clubs. Now, this partnership with Keystone Athletic will provide our club with more field and facility resources, an enhanced coaching faculty, and a wider selection of teams for both current FC Steel and Keystone Athletic players and families.”

“We could not be more pleased to announce this partnership with FC Steel,” says Hisham Sobhy, Keystone Athletic Club President & Chairman of the Board. FC Steel has quickly become one of the most prominent soccer forces in the Lehigh Valley and this high-level of play will add tremendous value to the Keystone Athletic family.”

Both clubs have come together in partnership to reverse a trend of what many in-the-know describe as “fragmentation.” This fragmentation has occurred in recent years within youth soccer circles in the Lehigh Valley as well as in many other regions of the US. Youth soccer has grown in popularity over the years. Still, more clubs and teams have sprung-up than needed in support of team demand. While many clubs can survive with “less than full” rosters and by combining skill or age levels, only a few leading soccer clubs can truly thrive in any one region. “The goal of both FC Steel and Keystone Athletic is to not just survive, but to thrive,” says Vasquez. “This is why this new partnership makes so much sense.”

The result is that this new partnership will afford both clubs with more teams and a greater level of play. Moreover, this new partnership will provide parents as well as players with significantly more options to better suit any child’s level of play and preferences.

Moving forward there will be team options at all levels, including the premier level that FC Steel brings to the table.

Both clubs will continue to wear their existing club colors for this Spring season. Tryouts for fall teams will be taking place in the coming weeks. For fall teams, both FC Steel and Keystone Athletic will be playing under the framework of this new strategic partnership.

Geographically, this partnership will continue to service all areas currently served by both clubs.

For more information on both Keystone Athletic and FC Steel and this new strategic partnership, contact:

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