



Coginchaug Soccer Club Announces Pledge To Build Unique, Positive Soccer Culture

Durham, CT—October 10, 2108: Coginchaug Soccer Club has announced its pledge to build a unique, positive soccer culture by adopting the United Soccer Coaches “Commitment to Culture.”

“Coginchaug Soccer Club is committed to exemplifying and embracing the Commitment to Culture and its seven cornerstones in growing the culture of soccer,” said Kevin Merrill, CSC President. “We will serve the game that we love so much by embracing these cornerstones and demonstrating them with our players, families, coaches, referees and fans.”

All of Coginchaug Soccer Club coaches are signing the online pledge at <https://www.thepetitionsite.com/440/735/813/united-soccer-coaches-commitment-to-culture/> Players, parents and all of our stakeholder are also encouraged to sign the pledge.

The United Soccer Coaches “Commitment to Culture” was developed by coaches of all levels to build a culture that celebrates what is best about soccer and helps it transcend from not only what happens on the field but also to what happens in the lives of players, coaches, administrators, referees, families and friends. As the unifying voice, advocate and partner for coaches at all levels, United Soccer Coaches launched this effort on October 10, 2018.

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The Commitment to Culture adopted by Coginchaug Soccer Club reinforces the following beliefs about our game:

We Believe...

1. **Soccer unites us.** We embrace and celebrate our differences because the game makes us one.
2. **Character first.** We honor, teach and develop the core values of honesty, loyalty, responsibility, selflessness, compassion and discipline.
3. **The rule of fun.** Fun is the lens that can make every soccer player a success. Fun takes many forms and always concludes with “I want to do it again.
4. **The game is the teacher.** We are all responsible to ensure that soccer teaches the skills of a well-lived life. Teamwork, leadership, hard work, communication and creativity are just the beginning of its lessons.
5. **Well-being.** A safe, healthy, welcoming experience in body, mind and spirit is the right of every soccer stakeholder.
6. **We are family strong.** Family in all its forms – team, club, community, relatives – is the greatest asset that soccer has. Take time to connect and appreciate.
7. **Soccer is the player’s game.** Soccer is a personal journey for every player. It is for the player to see, decide, create and win or lose. It is their game.

By demonstrating these cornerstones in all facets of the game, Coginchaug Soccer Club will be a change agent in strengthening the culture of soccer in the United States.

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About Coginchaug Soccer Club

The mission of the Coginchaug Soccer Club is to promote the game of soccer within the towns of Durham and Middlefield and to provide a positive soccer experience for all Club participants. The Club will promote the development of coaching and individual player skills to enhance team play and the overall soccer experience. The Club will emphasize fun at all levels of play, good sportsmanship, physical fitness, healthy attitudes and teamwork.

About United Soccer Coaches

Founded in 1941, and headquartered in Kansas City, Mo., United Soccer Coaches is the trusted and unifying voice, advocate and partner for coaches at all levels of the game. The largest community for soccer coaches in the world, we unite coaches of all levels around the love of the game and we elevate the game through advocacy, education and service. To learn more, visit UnitedSoccerCoaches.org.