



Prince George Youth Soccer Association

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The Prince George Youth Soccer Association and the Prince George Youth Rugby Association, initiate a unified development model for Prince George's Youth.

The Prince George Youth Soccer and Rugby Associations have come together to commence an innovative development model. Driving forward programming that works to support families, increase long term youth sport participation rates and levels of community engagement in general activity, we are excited at the future potential benefits of this partnership.

The demands on today's sport organizations to provide ever more specialized services to its members are placing an unfortunate strain on already limited resources. A shrinking active athlete pool, a shortage of available volunteers, financial & environmental limitations, and geographical distance, all provide significant challenges. One potential solution is to implement a model where sport entities combine resources to provide more streamlined programming to members, families and the community as a whole.

"The PGYSA stands for universal acceptance and a commitment in helping to strengthen Prince George's social fabric", quotes PGYSA Director of Club Operations Terrol Russell. "By working together, we are able to dedicate limited resources more effectively, build a more productive system through efficiency, and make a bigger societal impact, by not forcing parents and athletes to choose. Classes and programs can be combined or staggered as required, as we have opened the doors of our Club and welcomed a new member to our family."

PGYRA President and Technical Lead Jeremy Cundy supports in saying "for too long as organizations, coaches, and athletes, we have missed the opportunity to benefit from the value connectedness brings to each individual participant. We have worked against each other for so long competing for the same group of athletes. With several sport groups struggling for numbers, it is time to change for the benefit of our youth and community."

One core area this partnership is planned to make an impact is in Physical Literacy development for Grass Roots athletes. A consequence of many social and cultural shifts, many of today's youth population do not have the same open access to self-discovery and free-play opportunities. To help bring remedy to this situation, we plan to streamline Sport Science programming and educational initiatives. With an academic Sport Science background and experience building an Integrated Sport Science Team and Collegiate preparation pathway while working at the Provincial Sport level, Terrol Russell is currently working on a strategy to add specialized programming and education to Club members.

"This opportunity makes us part of something bigger than all of us", adds PGYSA President Kerrie Secor. "Supporting a singular vision and committing to a collective of Club principles and values, turns divisiveness into unitedness and results in a healthier community and healthier youth."

We sincerely thank all our members and supporters and are excited for the future.

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PGYSA Director of Club Operations

Jeremy Cundy
PGYRA President & Technical Lead