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Pele lauds return of the Cosmos

June 4, 2013
Brian Lewis
New York Post

http://www.nypost.com/p/blogs/soccerblog/pele_lauds_return_of_the_cosmos_qr0JQibCPOWlwGPZIYZF5H#axzz2VL5t40SW

It's been 36 years since Pele played for the New York Cosmos, 28 years since they've played a game at all. But wherever in the world the greatest player of all time goes, people don't ask him about his glory days with Santos; they ask what happened with the Cosmos, and some wonder when they'll return.

That's exactly what's about to happen this summer, with the 72-year-old Pele on hand for today's jersey sponsorship deal with Emirates at (fittingly) the Cosmopolitan Room at the Four Seasons, and the relaunched team starting in the NASL on Aug. 3 against Fort Lauderdale in Hempstead's Shuart Stadium.

"Today, if you are all over the world – I talked with Giovanni (Savarese, Cosmos coach) just a few minutes ago – every place in the world you go, they say "Pele, when are the New York Cosmos coming back?" Sometimes I get a little upset. I played 25 years in Santos, and nobody asks me," said Pele.

"But I'm proud of that, because we made football – soccer – in the U.S. well-known. Now we are here to come back to ask for your help, because New York is back. We're going to start. I'm proud of this. We're going to work hard to make this possible. I believe."

Pele, the Cosmos' honorary president, played for powerhouse Santos from 1956-74, and also led Brazil to three World Cup titles. But he helped make the original Cosmos a phenomenon when he starred here from 1975-77, and their influence still resonates even today, over a generation later.

"It means a lot, because I used to say all over the world, wherever I go, I just play on the (winning) team. God just put me to play on the winner team. To see the Cosmos come back after everything we did (feels great)," said Pele.

"I mentioned that about Santos, everybody laughed and nobody (thinks I'm) serious. I played 25 years in Santos, we won a lot of tournaments, the World Cup I scored a lot of goals. It's amazing. I arrive in China, I arrive in Africa, they say "Listen, what happened to New York Cosmos?" That's very important to know what it means to me to see the New York Cosmos come back. Fantastic."

Understand, these aren't the Cosmos of Pele, Franz Beckenbauer and Giorgio Chinaglia; that team folded back in 1985. This isn't even an MLS side, with the United States' top-tier league bringing in New York City FC as its local expansion team in 2015, a \$100 purchase between Manchester City and the Yankees.

But with the Cosmos opening play in the second-tier NASL this summer and still hoping to eventually build a \$400 million, 25,000-seat stadium out at Belmont Park racetrack – transit issues be damned – CEO Seamus O'Brien is

steadfastly convinced that this city is indeed big enough for the both of them, as well as the Red Bulls, an MLS flagship team based in Harrison (NJ).

"That's a few years away. We've got a few years to get our ship up and running," O'Brien said. "First, we're not scared of competition. I think in any sport and walk of life that's a good thing.

"And I think the soccer economy of this city is more than big enough to deal with three teams in three separate areas. I come from a background where big clubs live across street from each other. I think New York will be the biggest soccer market the world in my lifetime; three teams in your largest city that's not a problem."

They have a roster that includes ex-MLS players like Carlos Mendes, Hunter Freeman and Joseph Nane – the former pair having played for the Red Bulls – and they are reportedly eyeing former Spanish National Team midfielder Marcos Senna, now with Villarreal.

"We don't like to talk about players on other clubs. Everybody knows what he's brought to Villarreal and Spain," Savarese said of the 36-year-old midfielder. "When we're ready to say things, we'll say."

For a team in NASL – which is averaging just 4,590 fans this year – the Cosmos bring a significant amount of credibility and financial wherewithal. Emirates Air also sponsors the jerseys for such soccer powers as Arsenal, AC Milan, PSG and – beginning next season – Real Madrid. That's august company. But they still have to produce on the field and at the gate.

"We know we have to earn every bit of respect afforded to us in the highly-competitive sporting city of New York. I'm happy to be judged not by our words but by our deeds," said O'Brien. "We're at the beginning of that journey that when we do get to the top again – and we will – we will stay there long past my lifetime."

Pele on hand in Manhattan as New York Cosmos announce shirt sponsorship with Emirates Airlines

The 72-year-old Brazilian great, the team's honorary president, attended a news conference in Manhattan.

June 4, 2013

AP via New York Daily News

<http://www.nydailynews.com/sports/more-sports/soccer-legend-pele-helps-cosmos-unveil-shirt-sponsor-article-1.1362955>



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With Pele looking on, the revived soccer team announced the deal with Emirates as it prepares to enter the second-tier North American Soccer League this summer.

"I played 25 years in Santos. We won a lot of tournaments. The World Cup I scored a lot of goals," Pele said. "It's amazing. I arrive in China, I arrive in Africa, they say, 'Listen, what happened to New York Cosmos?'"

The 72-year-old Brazilian great, the Cosmos' honorary president, played for Santos from 1956-74 and helped his country win three World Cup titles. The Cosmos became a major attraction when he played for them from 1975-77.

The relaunched team, run by CEO Seamus O'Brien, starts play at Shuart Stadium in Hempstead on Long Island on Aug. 3 against Fort Lauderdale. The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

They enter a market that already has the Major League Soccer's New York Red Bulls, who play in Harrison, N.J., and New York City FC, which is co-owned by Manchester City and the New York Yankees and will start MLS play in 2015 at a site to be determined.

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Former MLS players Hunter Freeman and Joseph Nane are among the 15 players on the current Cosmos, who lack any players of note. The team appears to be interested in signing Villarreal's Marcos Senna, a former Spanish national team midfielder who turns 37 next month.

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Eskandarian and Boris Bandov along with Clive Toye, the team's general manager during its heyday.

U.S. Soccer Federation President Sunil Gulati, who joined FIFA's executive committee last week, watched from a front-row seat. There was a poster of Beckenbauer with a headline, "Don't Call It A Comeback."

The Cosmos will be the eighth team in the NASL, which is averaging 4,590 fans per game this season. O'Brien said he hopes the Cosmos average 5,000 to 10,000.

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Jersey deal puts Cosmos in big company

Paul Kennedy, Soccer America
June 4, 2013

<http://www.socceramerica.com/article/51945/jersey-deal-puts-cosmos-in-big-company.html>

For one day at least, the New York Cosmos were again the No. 1 soccer story in New York.

On Tuesday, Pele was on hand as the revived NASL club announced it signed a jersey sponsorship contract with Emirates Airline. That puts the Cosmos in big company as the airline also sponsors such giants as Arsenal, AC Milan, Paris St. Germain, Hamburg and, beginning soon, Real Madrid.

Cosmos chairman and CEO Seamus O'Brien is also the chairman, CEO, and founder of World Sports Group, which is the preeminent sports marketing group in Asia with close connections to Emirates Airline.

The Cosmos are scheduled to start the NASL in its fall season. Its first game is set for Aug. 3 against Ft. Lauderdale at Stuart Stadium (the old Hofstra Stadium) in Hempstead.

Pelé Comes to Town as Cosmos Take Flight (Sort of)

June 4, 2013

Jack Bell, New York Times

http://www.nytimes.com/2013/06/05/sports/soccer/pele-comes-to-town-as-cosmos-take-flight-sort-of.html?_r=0



A packed conference room in a hotel in midtown Manhattan. A bank of television cameras. A gaggle of news media. A collection of hangers on.

And then, right on cue, at least in Brazilian time (which can sometimes be at least 30 minutes late), Pelé floated into the room. With Muhammad Ali, he is among the first truly global superstars, first for the Santos club (forever dressed in the club's all-white uniform), then in the canary yellow jerseys and blue shorts of his native Brazil.

But on Tuesday, he was back as a member of the New York Cosmos, a club that has not played a league game in nearly 30 years, but has been reborn, rebooted if you will,

and will begin play in the similarly reborn North American Soccer League on Aug. 3.

"Today, when I travel around the world, every place I go people say, Pelé, when will the New York Cosmos come back," he said, in English. "I played 25 years for Santos and we won a lot of things. I played for Brazil and we won World Cups. But people want to know about the Cosmos. We made soccer in the United States well known."

That was then.

The news conference Tuesday was to announce a jersey sponsorship deal with the Middle Eastern air carrier Emirates, which also sponsors European powers like Arsenal (and has its name plastered on that club's stadium in north London), Paris St.-Germain, A.C. Milan, Hamburg, Olympiacos and most recently Real Madrid. The deal with the Cosmos is for three years and will pay the club about \$1 million a year. The red Fly Emirates logo is splashed across the Cosmos white home and green away jerseys, which are made by Nike. But unlike with many of its other deals, Nike's relationship with the Cosmos is as a supplier (the club pays for the uniforms) rather than a sponsor (free gear).

It has been a long road back for a club that was the Galaticos before that term became associated with Real Madrid. The Cosmos, in the late 1970s and early 1980s, were at the pinnacle of their power, domestically in the original N.A.S.L. and internationally. Players like Pelé, Franz Beckenbauer, Giorgio Chinaglia and Johan Neeskens were well-known soccer superstars who came to America to sell the game. For a time they succeeded, supported by the cash and marketing acumen of Warner Communications.

Then, it was over. Quickly. The Cosmos and the N.A.S.L. basically packed it in after the 1984 season. The club, the brand, lay dormant until several years ago when it was bought from its custodian, G. Peppe Pinton, and underwent a splashy, but ultimately unfulfilling relaunch by the British businessman Paul Kemsley.

His effort to muscle his way into Major League Soccer as the league's 20th team and second in the New York metropolitan area, fizzled in a sea of red ink and bombastic marketing.

The operation was taken over by Sela Sports and handed to Seamus O'Brien, the founder and chief executive of the World Sport Group — Asia's top sports marketing/media/event management company. O'Brien promised to get the Cosmos back on track and back on the field, saying from Day 1 "judge us by our deeds, not our words,"

The club has designs on building a privately financed 25,000-seat stadium and retail complex on the grounds of Belmont Race Track in Elmont, N.Y., and expects to know the fate of its plan by end of the current legislative session in Albany, O'Brien said on Tuesday. For now, the club will play at Hofstra University in Hempstead, N.Y. And while O'Brien said he has a good relationship with M.L.S. Commissioner Don Garber, the league may have boxed in the

Cosmos when two weeks ago it announced that Manchester City of England and the Yankees of Major League Baseball would be partners in the league's 20th team.

Is there a place in the New York area for three soccer teams? One playing in New Jersey, one in New York City (either in a new stadium in Flushing Meadows-Corona Park or perhaps in a new building next to Yankee Stadium) and a second-division club on the border of Queens and Nassau County?

"They have a year to get up and running," O'Brien said of New York City F.C., which plans to begin play in M.L.S. in 2015. "We're not afraid of the competition. It's a good thing. We think the soccer economics of this city will be able to support three teams. I once lived across the street from three teams. In the largest metro area in the world, that's not going to be a problem."

But while O'Brien and others have compared New York to London, which more than a dozen professional soccer teams call home, those teams do not have the N.B.A., N.H.L., N.F.L. or Major League Baseball to compete against. Add up those professional teams in the New York area and they approach the number of soccer teams in London.

Ultimately when they get on the field, the Cosmos of 2013 will bear no resemblance the Cosmos of yesteryear. It is a bit like reconnecting with a boyfriend or girlfriend you had 30 years ago. The mind remembers one thing. The eyes see another.

Perhaps most strange is that soccer fans in the United States who are younger than 40 have no memory of the Cosmos. They may have heard stories, read books, seen films and videos on YouTube, but the institutional memory is stronger outside the United States, where the Cosmos name still resonates.

So the posters around the room on Tuesday said, "Don't Call It a Comeback," and pointed people to Twitter, that most modern social media creature with the handle #cosmosreboot.

"On August 3 we begin our journey back to the top," O'Brien said.

Time will tell.

NOTES The N.A.S.L. plays a split schedule, with the spring/summer season ending early in July, and the summer/fall season, in which the Cosmos will participate, beginning in August. ... The league's commissioner, Bill Peterson, said the N.A.S.L. planned to expand from its current eight teams to 18 teams, perhaps by 2015. The league will add Indianapolis, Ottawa and Virginia for the spring/summer season in 2014. ... Synergy? The Cosmos news conference was held in the Cosmopolitan Room at the Four Seasons Hotel and, according to Seamus O'Brien, the first word in the Emirates statement of principles is Cosmopolitan.

Loudoun Hounds to play ball at Edelman Financial Field

June 4, 2013

Michael Neibauer, Washington Business Journal (Blog)

<http://www.bizjournals.com/washington/blog/2013/06/loudoun-hounds-to-play-ball-at-edelman.html>

VIP Sports and Entertainment LLC, the partnership behind the new multisport stadium at One Loudoun in Ashburn, has landed a naming rights sponsor for the 5,500-seat ballpark.

The Loudoun Hounds and Virginia Cavalry FC will play their games at Edelman Financial Field, named for Ric Edelman's Fairfax-based Edelman Financial Services.

Edelman, one of about two dozen investors in VIP Sports and Entertainment (formerly Virginia Investment Partnership LLC), has signed a multiyear deal to splash the Edelman name and logo on promotions, in print ads, on the scoreboard spine and the stadium's entryways.



Financial details of the package were not disclosed, though sources familiar with the deal put it in the high six figures per year.

Dany Berghoff, vice president of business development with Greenwich, Conn.-based 21 Sports & Entertainment Marketing Group Inc., suggested the deal would probably be in the low six figures, given the market strength, the size of the ballpark (total occupancy of about 10,000) and the number of planned events annually (unlimited soccer and baseball games, plus a maximum of 17 other events).

If it truly is in the upper six figures, then the Hounds appear to have struck a major league-type arrangement for a minor league stadium.

Edelman, whose firm serves some 20,000 clients across the U.S. in 33 offices, said he's supporting the stadium, to be located at Route 7 and Loudoun County Parkway, for a couple of reasons.

One, of course, is the business opportunity. Edelman Financial recently opened an Ashburn office, and eventually will move that office to One Loudoun, to a building adjacent to the stadium, once that project is built out.

More importantly, he said, "we saw this as a wonderful opportunity to say 'thank you' to the community." Northern Virginia lacks a "cultural center," Edelman said: "This project immediately struck us as an opportunity to establish one."

Edelman hosts a syndicated weekend radio show, "The Truth About Money with Ric Edelman." He's written seven books on personal finance and is regularly ranked by Barron's as among the nation's top financial advisers.

Work on the stadium is expected to start Tuesday. Games for the Hounds, of the independent Atlantic League, and Virginia Cavalry FC, of the North American Soccer League, are scheduled to start in the spring of 2014.

The structural steel and precast concrete is ordered and the infrastructure is in place, said Bob Farren, CEO of VIP Sports and Entertainment — think of VIP as the Monumental Sports and Entertainment of the suburbs. Once the main seating bowl is in place, Farren said, "it's gravy."

"Loudoun County is going to have a brand new shiny toy when we're done, unlike anything we've ever seen," Farren said.

Farren said he and Edelman share a commitment to the community that will play out in the partnership — for example, providing luxury suites to nonprofit groups for a night out.

Construction begins on Loudoun baseball/soccer stadium

Multi-use park to host baseball and soccer

June 4, 2013

Craig Stouffer, Washington Examiner

<http://washingtonexaminer.com/construction-begins-on-loudoun-baseballsoccer-stadium/article/2531132>

ASHBURN -- About 40 miles away from RFK Stadium, just up the road from the Washington Redskins practice bubble, dirt was turned over Tuesday as construction officially began for the region's newest sports stadium.

In front of a crowd of more than 200 in a sun-splashed event replete with horses and dogs from the Loudoun Hunt Club, the Loudoun Hounds baseball club and Virginia Cavalry FC and celebrated the groundbreaking of a 5,500-capacity baseball and soccer stadium that will be named Edelman Financial Field.

Bob Farren, the founder and CEO of VIP Sports & Entertainment, which owns both clubs, ended the proceedings with, "Unleash the hounds." Before that, he had an emotional moment as he took note of a process that had been 12 years in the works. He confided that it all began during a trip to take his daughters downtown for a Britney Spears concert.

"I was so frustrated with the traffic and construction delays, I was like, 'Why don't we have something out here?' " Farren said. "Honestly, that's how it got started. It's not any more sophisticated than that."

The multi-use ballpark is expected to be ready for games in the spring of 2014. It is the anchor for a development -- One Loudoun -- that is a crucial part of Loudoun County's ambition to provide affordable, family entertainment within its boundaries.

It is also in line with the determined aspirations of baseball's Atlantic League and the North American Soccer League, both of which hope to be known for more than just their current place in the secondary tiers of the pro sports landscape.

The stadium will be named for Ric Edelman's Fairfax-based Edelman Financial Services in a deal reportedly worth six figures.

In attendance were members of the Loudoun County board of supervisors along with Joe Klein, the executive director of the Atlantic League, and Rishi Sehgal, the director of business development and legal affairs for the NASL. Sehgal's superiors were in New York to celebrate the New York Cosmos' announcement of a significant partnership with Emirates Airlines. The resurrected Cosmos once seemed destined for MLS but instead are on track, with the recent unveiling of New York City FC, to be one of three pro soccer teams in the Big Apple.

"More soccer is good for everybody," Sehgal said. "Whatever we can do to raise the profile of the game in the U.S. and Canada, it only helps."

Both the Hounds and Cavalry now expect to intensify the search for a manager and head coach, respectively. Hires could be named in July.

Calvary director of soccer operations Mark Simpson said he's also enlisted the informal help of two of his former teammates at D.C. United, John Harkes and Eddie Pope.

"It's like riding the Tour de France," Cavalry director of soccer operations Mark Simpson said. "You go over hills, and this is definitely a nice hill to overcome. It's nice to enjoy now seeing what it's going to be like in a year. At least it becomes real today, and not just a dream."

New York Cosmos agree to jersey deal with Emirates Airline

June 4, 2013

AP via Sports Illustrated

<http://sportsillustrated.cnn.com/soccer/news/20130604/cosmos-emirates-sponsor.ap/>



NEW YORK -- It remains to be seen whether the revived New York Cosmos will fly, but they have a jersey sponsorship contract with Emirates Airline.

With Pele looking on, the revived football team announced the deal with Emirates as it prepares to enter the second-tier North American Soccer League this summer.

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"I think this will be the biggest soccer market in the world in my lifetime," said O'Brien, who turns 49 next week.

Featuring a squad that also included Franz Beckenbauer and Giorgio Chinaglia, the Cosmos played in the old NASL from 1971-84 and folded in 1985.

Former MLS players Hunter Freeman and Joseph Nane are among the 15 players on the current Cosmos, who lack any players of note. The team appears to be interested in signing Villarreal's Marcos Senna, a former Spain midfielder who turns 37 next month.

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North American Soccer League: Cosmos sign jersey sponsorship with Emirates

June 4, 2013

John Brennan, The Record via NorthJersey.com

http://www.northjersey.com/sports/North_American_Soccer_League_Cosmos_sign_jersey_sponsorship_with_Emirates.html



Emirates Airline's logo will adorn the front of New York Cosmos jerseys beginning this fall, the North American Soccer League team announced on Tuesday at a press conference featuring Honorary President Pele.

The new NASL isn't as prestigious as the Major League Soccer enterprise that includes the Red Bulls of Harrison, NJ and a proposed NYC FC franchise to be operated by the New York Yankees and Manchester City, but the Cosmos went big with the Four Seasons in Manhattan as the press conference site.

The airline has sponsorship deals with some of the most prominent soccer teams in earth, including AC Milan, Real Madrid, Paris Saint-Germain, and Arsenal FC.

The Fly Emirates logo will adorn the legendary Cosmos green and white shirts are scheduled to make their debut on Aug. 3 at the Cosmos' opening match of the fall season at Hofstra University on Long Island against the Fort Lauderdale Strikers (another franchise with the same name as back in the 1970s glory days of the NASL).

The Cosmos, who have been dormant for more than 25 years after players such as Pele and Giorgio Chinaglia and Franz Beckenbauer used to sell out Giants Stadium, have submitted a proposal to New York State officials for a 25,000-seat stadium at Belmont Park racetrack (see www.newcosmosstadium.com)

The NYC FC team also claims it will build its own stadium, possibly near the Mets' Citi Field.

Pele pumped for return of N.Y. Cosmos

June 4, 2013
Am New York

<http://www.amny.com/urbanite-1.812039/pele-pumped-for-return-of-n-y-cosmos-1.5408725>



Marching into the Four Seasons Hotel, Brazilian soccer legend and New York Cosmos' honorary team president Pelé stopped just short of the podium and peered up at team head coach Giovanni Saravese. Pelé, the only man in history to win three World Cups, reached for Saravese to assist him up the final two steps leading to his seat at center stage.

But as Pelé made his way to the podium, the crowd of Cosmos' management, current and former players silenced in anticipation of his reflections on his former team's return to professional soccer on Aug. 3 in the second-coming of the North American Soccer League.

"I played 25-years in Santos. We won a lot of tournaments. The World Cup, I scored a lot of goals," Pelé said in a broken English accent. "It's amazing. I arrive in China, I arrive in Africa they say 'Listen, what happened to [the] New York Cosmos?' "

The Cosmos acquired a then-34-year-old Pelé at the tail end of his career in 1975 and benefited not only from his 31 goals over three seasons, but also saw the team's brand skyrocket to the forefront of the world soccer stage.

Pelé retired in 1977, and with his departure, the national media's interest in the NASL waned dramatically, which led to the league's demise following the 1984 season.

Cosmos' chairman Seamus O'Brien said that the team's partnership with Emirates Airlines, along with its recognizable brand name makes him confident in his organization's ability to compete for public notoriety with Major League Soccer's Red Bulls and New York City FC, which will join the MLS in 2015.

"I think [North America] will be the world's biggest soccer market in my lifetime," O'Brien said. "Three teams in the largest metropolitan city? That's not a problem."

The 2013 version of the Cosmos will play their home games at Hofstra this summer while they await for approval of a privately funded 25,000 seat stadium to be built at Belmont Park. O'Brien hopes the stadium is ready by 2015, but did not rule out that by the time the stadium is functional, the Cosmos may no longer be members of the NASL.

O'Brien says that he has been in regular contact with MLS commissioner Dan Garber regarding securing membership in the MLS in the near future.

"We plan to get to the top and as I said, you don't do that in year one," O'Brien said.

In order to reach the top, the Cosmos are in the process of signing former Spanish national team member and current Villarreal midfielder Marcos Senna, who has five goals in 31 games this season and turns 37 in July.

Regardless of which brand name players the team manages to lure away from Europe, and even through the team's five championships in the old NASL, O'Brien admits that his team will not be afforded the opportunity to rest on the laurels of those who came before them and that it's imperative not only to live up to the expectations placed on them by past success, but to re-establish the organization's presence as a prominent member of the New York sports landscape.

"We must earn every bit of respect and credibility that is afforded to us, in this, the very highly competitive sporting city of New York," O'Brien said.

Pele and the Cosmos reunited

June 4, 2013

Neil Best, Long Island Newsday

<http://www.newsday.com/sports/soccer/pele-and-the-cosmos-reunited-1.5409184>



Emirates Airline sponsors some of the biggest names in world soccer, including Real Madrid, AC Milan, Arsenal and Paris Saint-Germain, so what was it doing Tuesday with its name on the jersey of a team that hasn't played a game in nearly three decades and is in a second-tier U.S. league?

The reason was that it was the jersey of the newly revived Cosmos, who owe their existence in very large part to a brand that remains powerful around the world, even after all these years.

"It's amazing," honorary team president Pele said at a Manhattan news conference attended by several other former Cosmos, at which the team unveiled white and green jerseys with "Fly Emirates" emblazoned on them.

Pele said while he rarely gets questions about his longtime Brazilian club, Santos, questions about the Cosmos never cease.

"I arrive in China, I arrive in Africa and they say, 'Listen, what happened to the New York Cosmos?'" Pele said.

There will be a new answer beginning Aug. 3 when the team opens its NASL schedule at Hofstra's Shuart Stadium. The plan is to play there until a proposed 25,000-seat stadium in the Belmont Park parking lot can be constructed.

Seamus O'Brien, the team's chief executive, said that project remains on hold while the political process unfolds. But there is a season to prepare for; O'Brien urged patience.

"I hope we're going to sell out from Day One, of course," he said. "I hope we're going to win the league. I am sure as hell every day in the office going to make sure that's what we try and do. But I'm a realist."

The Cosmos will enter a market that already has the MLS Red Bulls and in 2015 will add a new MLS team co-owned by Manchester City and the Yankees.

Can New York support three pro soccer teams?

"Firstly, we're not scared of competition," O'Brien said. "I think in any sport or walk of life that's a good thing. And I think the soccer economy of this city is more than large enough to deal with three teams that will probably be based in three reasonably distinctive areas."

Cosmos sign jersey sponsorship with Emirates

June 4, 2013
AP via CBS3 Springfield

<http://www.cbs3springfield.com/story/22501056/cosmos-sign-jersey-sponsorship-with-emirates>



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June 4, 2013
AP via Victoria Times Colonist

<http://www.timescolonist.com/sports/with-pele-looking-on-revived-new-york-cosmos-sign-jersey-sponsorship-with-emirates-airline-1.312168>

NEW YORK, N.Y. - It remains to be seen whether the revived New York Cosmos will fly, but they have a jersey sponsorship contract with Emirates Airline.

With Pele looking on, the revived soccer team announced the deal with Emirates as it prepares to enter the second-tier North American Soccer League this summer.

"I played 25 years in Santos. We won a lot of tournaments. The World Cup I scored a lot of goals," Pele said. "It's amazing. I arrive in China, I arrive in Africa, they say, 'Listen, what happened to New York Cosmos?'"

The 72-year-old Brazilian great, the Cosmos' honorary president, played for Santos from 1956-74 and helped his country win three World Cup titles. The Cosmos became a major attraction when he played for them from 1975-77.

The relaunched team, run by CEO Seamus O'Brien, starts play at Shuart Stadium in Hempstead on Long Island on Aug. 3 against Fort Lauderdale. The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.



They enter a market that already has the Major League Soccer's New York Red Bulls, who play in Harrison, N.J., and New York City FC, which is co-owned by Manchester City and the New York Yankees and will start MLS play in 2015 at a site to be determined.

"We've got a few years to get our ship up and running," O'Brien said. "We're not scared of competition. I think in any sport and walk of life that's a good thing. And I think the soccer economy of this city is more than large enough to deal with three teams."

"I think this will be the biggest soccer market in the world in my lifetime," said O'Brien, who turns 49 next week.

Featuring a roster that also included Franz Beckenbauer and Giorgio Chinaglia, the Cosmos played in the old NASL from 1971-84 and folded in 1985.

Former MLS players Hunter Freeman and Joseph Nane are among the 15 players on the current Cosmos, who lack any players of note. The team appears to be interested in signing Villarreal's Marcos Senna, a former Spanish national team midfielder who turns 37 next month.

"When we're ready to say things, we'll say," Cosmos coach Giovanni Savarese said.

Pele arrived a half-hour late for the news conference at a Manhattan hotel. The event was hosted by former Cosmos goalkeeper Shep Messing and attended by former Cosmos players Hubert Birkenmeier, Andranik Eskandarian and Boris Bandov along with Clive Toye, the team's general manager during its heyday.

U.S. Soccer Federation President Sunil Gulati, who joined FIFA's executive committee last week, watched from a front-row seat. There was a poster of Beckenbauer with a headline, "Don't Call It A Comeback."

The Cosmos will be the eighth team in the NASL, which is averaging 4,590 fans per game this season. O'Brien said he hopes the Cosmos average 5,000 to 10,000.

Emirates Air also is the jersey sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.

No matter where he goes, Pele still gets asked about the New York Cosmos

June 5, 2013

Ron Blum

AP via Northjersey.com

http://www.northjersey.com/sports/210197601_Soccer_No_matter_where_he_goes_Pele_still_gets_asked_about_the_New_York_Cosmos_memories_still_strong.html

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Pele on Neymar and the New York Cosmos

June 5, 2013
7M Sports

<http://www.7msport.com/video/20130605/5223.shtml>

Pele spoke in New York on Tuesday about the revival of the New York Cosmos and, first, the transfer of Neymar from Santos to Barcelona.

...Pele:

"Yeah it's fantastic for the sport, but for us who love Santos it was not too fantastic. But I think he deserved it. He deserved to play in Europe. He plays excellent football. He needs a little bit of experience playing in Europe because Europe is a little bit different than South America. The football in Europe is a little more tough. But he is a genius. I wish him luck. Maybe one day he'll come back for Santos."

...Pele:

"I think what the Cosmos did in the beginning - what we promoted, soccer in the United States, then go to the world. I mentioned that sometimes I get very upset because I played 25 years for Santos. We won the world cup I scored a lot of goals more than 1,000 goals and every place when I arrive the people say, 'Pele what happened at the Cosmos. It's magic. It's unbelievable. That's why I'm very very happy to revive Cosmos and start to work again with big names.'"

Cosmos land Emirates Airlines as jersey sponsor

June 4, 2013

Daniel Karell, SoccerBylves.net

<http://www.soccerbylves.net/2013/06/announce-emirates-airlines.html>

They may be playing in the second tier of U.S. Soccer this season, but the New York Cosmos are making waves with their first tier sponsorship deals.

The Cosmos announced a deal on Tuesday with Emirates Airlines to become the team's jersey sponsor, and potentially to get naming rights to a future stadium. The agreement was announced at a press conference in Manhattan, New York, with legendary Brazil forward and former Cosmos player Pele, as well as club Chairman Seamus O'Brien, on hand.

The news was first reported on Monday, putting the Cosmos together with European powers Arsenal, AC Milan, and Real Madrid as teams with Air Emirates on the front of the shirt. Last month, the Cosmos revealed that Nike would be their uniform sponsor this season.

...

Emirates gets behind relaunch of New York Cosmos

June 5, 2013

Goal.com

<http://www.goal.com/en-ke/news/4631/soccerex/2013/06/05/4026968/emirates-gets-behind-relaunch-of-new-york-cosmos>

Emirates has further expanded its presence in the football market by agreeing a shirt sponsorship deal with the New York Cosmos ahead of the iconic American club's return to action in August.

The Dubai-based airline will become a founding partner of the Cosmos, along with its front of shirt sponsor, with the agreement coming shortly after it sealed major deals with Real Madrid and Paris Saint-Germain. Emirates will benefit from significant branding at Cosmos matches in and around Hofstra University's Shuart Stadium, as well as online through the club's social and digital media channels. Additionally, Emirates becomes the presenting sponsor of Cosmos Copa, a soccer tournament played in New York City between local, community-based 'national teams.'

The Cosmos will this year return to the field for the first time in nearly three decades after it was announced in July 2012 that the team would join the North American Soccer League (NASL). The Cosmos began play in 1971, spending 14 seasons in the previous incarnation of the NASL, winning five Soccer Bowl trophies and bringing some of the biggest names in world football history to North America. The Cosmos in January submitted a proposal to develop a privately-funded US\$400 million stadium complex, potentially creating a rivalry with Major League Soccer's (MLS) plans to develop its own venue in the city for the newly formed New York City franchise. Commenting on the Emirates partnership, Cosmos chairman Seamus O'Brien said: "We are delighted that we could create this partnership and bring such a world-renowned organisation to United States soccer for the first time. There's no bigger corporate supporter of sports, and soccer in particular, than Emirates. We're proud and honoured that the Cosmos are part of their plans for America and New York in particular."

Nabil Sultan, Emirates divisional senior vice-president of revenue optimisation and distribution, added: "New York has a rich tradition of sport, and Emirates proudly supports some of the world's top soccer teams, including AC Milan, Hamburger SV, Arsenal FC, Olympiacos FC, and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid just last week. Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice. As with our sponsorship of the U.S. Open tennis tournament, Emirates views our partnership with the Cosmos as a way to thank the people of New York for making Emirates one of the world's fastest growing airlines. Along with their fans all across the region, we look forward to watching the Cosmos reclaim their title as New York's legendary soccer team."

WITH PELE LOOKING ON, COSMOS SIGN SPONSORSHIP WITH EMIRATES

AP via TSN.ca

<http://www.tsn.ca/soccer/story/?id=424723>

NEW YORK -- With Pele looking on, the revived New York Cosmos signed a shirt sponsorship contract with Emirates Airline as the team prepares to play in the second-tier North American Soccer League this summer.

The 72-year-old Brazilian great, the team's honorary president, attended a news conference in Manhattan.

Featuring stars such as Pele, Franz Beckenbauer and Giorgio Chinaglia, the Cosmos played in the old NASL from 1971-84 and folded in 1985.

The relaunched team is run by CEO Seamus O'Brien. It starts play at Shuart Stadium in Hempstead on Long Island on Aug. 3 against Fort Lauderdale. The Cosmos hope to build a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

Emirates Air also is the shirt sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.

Emirates Airline Inks Jersey Deal With NASL Cosmos; Could Add Stadium Naming Rights

June 3, 2013

Terry Lefton & Christopher Botta, Sports Business Daily

<http://m.sportsbusinessdaily.com/Daily/Issues/2013/06/03/Marketing-and-Sponsorship/Cosmos.aspx>

Emirates airline has agreed to a multiyear deal as jersey sponsor of the reborn N.Y. Cosmos, which will begin play in the North American Soccer League this August. The deal will be announced at a press conference featuring Pelé in N.Y. tomorrow. Outside of some hospitality deals, the Cosmos agreement will be Emirates' first sponsorship with a U.S. sports team. However, the airline has various tennis and golf sponsorships in America, including title sponsorship of the U.S. Open summer tennis series. CAA Sports is Emirates' U.S. sports agency, but offered no comment on the Cosmos deal. The team and Emirates officials also have begun discussions on a naming-rights deal for a future stadium -- a venue that, as yet, has no blueprints, funding nor governmental approvals. The soccer club will begin play in James M. Shuart Stadium on the campus of Hofstra Univ. Emirates sponsors several of Europe's top soccer clubs, including a stadium naming-rights and jersey deal with EPL club Arsenal, as well as sponsorships with La Liga club Real Madrid, Serie A club AC Milan and Ligue 1 club Paris Saint-Germain.

Cosmos sign jersey sponsorship with Emirates

June 4, 2013

AP via MyFoxNY.com

<http://www.myfoxny.com/story/22500010/cosmos-sign-jersey-sponsorship-with-emirates>

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The Cosmos Have a Name, but Not Much Else

Cosmos join European powerhouses AC Milan, Arsenal and Real Madrid in sporting the Emirates logo on its jerseys.

June 4, 2013

Jonathan Clegg, Wall Street Journal

<http://stream.wsj.com/story/latest-headlines/SS-2-63399/SS-2-245964/>

Two months before the New York Cosmos end a three-decade absence from professional sports by suiting up for their North American Soccer League season opener, there are a few small matters for the club with the iconic name to resolve.

The Cosmos don't have a permanent stadium and they still haven't signed enough players to field a full match-day squad. They also don't have the city to themselves anymore, what with the recent announcement that a Major League Soccer team is coming to New York.

But they do have a new sponsor.

In a glitzy ceremony Tuesday that showed this team can still make a splash, legendary former Cosmos player Pelé was on hand as the team announced that Emirates Airline's name will be emblazoned on the front of its uniforms. Pelé starred for the Cosmos at the end of his career in the 1970s.

Though terms of the deal weren't disclosed, it represents a coup for the Cosmos. Despite playing in the second tier of U.S. professional soccer in an interim stadium at Hofstra, the Cosmos will join European powerhouses AC Milan, Arsenal and Real Madrid in sporting the Emirates logo on its jerseys.

"In the world of international sports today—and soccer in particular—there is no greater partner than Emirates Airline," said Seamus O'Brien, the Cosmos club chairman. "We are building a foundation that I hope will ensure that when we do get to the top again, we will be able to stay there long past my lifetime."

But it will take more than a major new sponsor to put the Cosmos back on top in the U.S. The team had long seemed destined to become the 20th franchise in MLS, but the project stalled and the Cosmos decided last year to join the current incarnation of the NASL instead.

Last month, the Yankees joined forces with English soccer club Manchester City to form New York City FC, an expansion team that will begin play in MLS in 2015, raising doubts about the future of the Cosmos and the viability of owning a second-tier team in a region that already has one existing franchise, the Red Bulls, which struggles to sell out a 25,000-seat stadium in Harrison, N.J.

O'Brien dismissed those concerns Tuesday, pointing to the size of the New York market and the fact the Cosmos have a two-year head start on the newly formed NYC FC when it comes to attracting fans.

"We're not scared of competition," he said. "I think the soccer economy of this city is more than large enough to deal with three teams that will probably be based in three reasonably distinctive areas."

Still, nothing attracts soccer fans like marquee names, and some have rightfully questioned whether the Cosmos can hope to attract stars like the Red Bulls' Thierry Henry.

But Cosmos coach Giovanni Savarese, who was evasive about reports linking the team with former Spain national-team player Marcos Senna, says the club's profile is a powerful recruiting pitch.

"Globally the club is still well known," he said. "We have received interesting phone calls from many players wanting to come to us."

WILL SENNA JOIN THE COSMOS?

Savarese: 'He is with Villarreal right now ... He is not our player yet'

June 5, 2013

Michael Lewis, BigAppleSoccer.com

http://www.bigapplesoccer.com/teams/cosmos2.php?article_id=33776

NEW YORK -- It is no great secret that former Spanish international midfielder Marcos Senna has been linked to the New York Cosmos.

Several times on Tuesday Cosmos coach Giovanni Savarese reminded the assembled media that the 36-year-old midfielder still was with the Spain's La Liga, although he left a small clue as to where Senna's future might be.

"Everybody knows what he has brought to Villarreal," Savarese told a press conference at the Four Seasons Hotel where the team announced that Emirates Airline would be the sponsor of the front side of the team jersey. "He is a player definitely who can do very well on many teams.

"We've been a club a team that when we're ready to say things, we'll say it. At the moment he with Villarreal."

When a writer asked Savarese about Senna, the coach might have dropped a small clue about Senna's future.

"He is with Villarreal right now," he said. "He is not our player yet."

The key word in that sentence was yet.

Senna, who was born in Brazil, has made 28 international appearance with Spain and has played in almost 400 professional matches, mostly with Villarreal, which was relegated to the Second Division in 2013. Some members of the media felt he was the player of the tournament.

He was a member of Spain's team that captured the 2008 European Championship. He converted an important penalty kick in a shootout against Italy in the quarterfinals.

The Cosmos have said they plan to sign big-name players, but haven't, at least not yet.

When you are in a market such as New York any sports team worth its salt needs some big names.

Asked how important it was for the Cosmos to sign a big name, Savarese replied, "Most of all, the priority is to sign a good player. If it's a name, it's great. The most important thing for us that it's a good player that can bring a lot to the team and the position that we are looking for. If it is a big name, then that's a plus."

New York Cosmos in dialogue with Don Garber, announce new deal

June 4, 2013

Joe Prince Wright, NBC Sports via ProSoccerTalk

<http://prosoccertalk.nbcsports.com/2013/06/04/new-york-cosmos-in-dialogue-with-don-garber-announce-new-deal/>



The New York Cosmos were very busy today, as they announced a new sponsorship deal with Emirates Airlines in a special press conference in New York City.

Brazilian legend and Honorary President, Pele, announced the deal as reporters gathered to hear about the future plans for the NASL franchise.

"This is a big day for the future of the New York Cosmos," Pelé said. "It's wonderful to be part of such a pre-eminent soccer family."

While club Chairman Seamus O'Brien addressed the media and was bullish on the future of the Cosmos. "When we do get to the top again – and trust me, we will – we will stay there long past my lifetime."

But perhaps most intriguing was O'Brien's comments when asked about MLS. The Chairman revealed that he is in constant dialogue with MLS Commissioner Don Garber and that New York City could handle having three professional soccer teams.

So that is pretty good news for MLS fans, as previously it was thought the Cosmos and MLS had not been in talks about any potential linkup.

But can NYC really handle three MLS teams?

Let's take London as an example. The metropolitan population is 15 million, New York's is 18.8 million. London has 13 professional soccer teams, who are all well supported with over nine teams getting crowds of 20,000 plus on average. So New York can surely handle three teams?

Obviously well all know about the other sports in the US and NYC that affect attendance figures for MLS teams, so unfortunately it won't work like that.

In London soccer is the main sport, there isn't much else. So probably not the greatest measuring stick. But the lure of the Cosmos would certainly attract around 20,000 fans every game once they have a permanent soccer-specific home and if — a big "if" — they are an MLS club.

Three MLS teams in NYC is feasible. It would be absolutely wonderful to see it happen.

Hopefully those wheels seem to be in motion with O'Brien and Garber in constant contact. But it could be quite some time before that happens.

Hounds, Cavalry Break Ground On One Loudoun Stadium 5,500-Seat Park To Be Named Edelman Financial Field

June 4, 2013

Ethan Rothstein, Leesburg Today

http://www.leesburgtoday.com/news/loudoun/hounds-cavalry-break-ground-on-one-loudoun-stadium/article_7d4f6a4e-cd50-11e2-af57-001a4bcf887a.html

After 12 years of working to bring a professional sports franchise to Loudoun County, winning approval to build a stadium at one location and then having to change locations and undergo another contentious special exception review process, Tuesday was one of VIP Sports & Entertainment Founder and CEO Bob Farren's best days.

Shovels were finally put in the dirt at the One Loudoun development to signify the beginning of construction on the permanent home for Farren's Loudoun Hounds and Virginia Cavalry FC baseball and soccer teams. The name of the stadium, set to be complete in time for opening day next spring, will be Edelman Financial Field. Ric Edelman's financial management company won the naming rights for the 5,500-seat facility at the corner of Rt. 7 and Loudoun County Parkway.

"This is an extremely special day," Farren said before a gathering of more than a hundred local politicians, business people and other guests. "I've been waiting and practicing for so long, I can't believe it's here."

The Board of Supervisors approved the special exception permit to put a stadium in One Loudoun in early April. It had previously been planned for the Kincora development, near the intersection of Rt. 7 and Rt. 28, but the construction of roads for that development would have delayed the start date past 2014. That delay would have prevented the Hounds from continuing its franchise with the Atlantic League.

After coming to terms with Miller & Smith Vice President Bill May to bring the Hounds—and eventually the Cavalry, which was announced as a North American Soccer League team last fall—a few miles west, county supervisors agreed to put top priority on the application’s review in an attempt to get construction started to meet the 2014 opening day.

Tuesday morning, two months almost to the day after the board approved the stadium, there was an air of relief and joy among those in attendance, finally being able to focus on building the stadium and its two franchises, which can start the process of hiring coaches, finding players and setting up all the workings of sports teams.

Representatives of the Atlantic League, the independent baseball league the Hounds will be joining, and the NASL were on hand to congratulate Farren and his team, which includes VIP Vice Chair Joe Travez, the principal owner of the Cavalry.

County Chairman Scott K. York (R-At Large), Vice Chairman Shawn Williams (R-Broad Run)—in whose district Edelman Financial Field will be located—and the rest of the supervisors, with the exception of Matt Letourneau (R-Dulles), were in attendance, as were Del. David Ramadan (R-87) and Del. Tag Greason (R-32).

York, Williams and Greason spoke, all espousing the benefit of the stadium, for family entertainment, for bringing positive exposure to the county and for creating jobs. The ceremony closed with actual hounds and horseback riders jogging across the dirt patch that will soon be Loudoun’s home for professional sports.

“There are groundbreaking and then there are groundbreakings,” York said. “I cannot wait until next year when we can all sit back and hear those words: play ball.”

Ballpark begins construction at One Loudoun, name announced

June 4, 2013

Andrew Sharbel, Times-Mirror, via Loudoun Times

http://www.loudountimes.com/news/article/ballpark_begins_construction_at_one_loudoun_name_announced123



After 12 long years of hard work and waiting, VIP Entertainment began construction on their new stadium at One Loudoun with a groundbreaking ceremony June 4 in front of community and business leaders and fans.

For years, the stadium was planned for the Kincora development roughly one mile east of One Loudoun, but Kincora had trouble shoring up financing and transportation concerns forcing VIP to find a stadium site elsewhere.

Due to the issues at Kincora, the debut of the Hounds had been delayed twice and CEO and President of VIP Entertainment Bob Farren was happy to finally break ground on the ballpark with an end in sight.

“I have been practicing this for a long time and this is an extremely special day. On Sept. 1, it will be 12 years since I started this effort and be able to mix it with where you work and where you live it is great,” Farren said. “This is the best team effort I have ever been a part of. There is so many people to thank, but this is a result of a lot of people working hard for this moment.”

Both the Loudoun Hounds and Virginia Cavalry FC, who are owned and operated by VIP will play their home games in the new stadium beginning in 2014 as well as community and high school sports teams.

The Hounds will compete in the independent Atlantic League when play begins next year. Newcomer Virginia Cavalry FC will be a member of the North American Soccer League.

In early April the Loudoun County Board of Supervisors approved the ballpark comprehensive plan, giving VIP the green light to begin construction.

Loudoun Chairman Scott York (R-At large) reminisced about his first professional baseball experience as a child, something he hopes the Hounds will bring to many of Loudoun's children.

"I cannot wait until next year when we can all sit back and here those words 'play ball.' Just think of all the kids in our community who will enjoy coming to a baseball game to see the Hounds or a soccer game to see the Cavalry," York said. "I think back to many years ago when my father took us to what was my first professional baseball game at Candlestick Park to see Willie Mays, Willie McCovey and Bobby Bonds play and it was such a special moment in my life. I can only imagine the special moments that will be created here when this ballpark opens."



Also at the event, VIP officials announced they have entered into a contract with Edelman Financial Services to name the ballpark Edelman Financial Field.



Edelman Financial Services, which was founded 25 years ago in Fairfax, is one of the nation's largest financial planning and investment management firms in the country.

"As soon as my wife and I heard the field was coming, we thought this was going to be awesome and wanted to get involved. We have had so much support from the community for the 25 years we have been in business, that we wanted to say thanks to all of you and all of our clients," CEO and President of the Edelman Group Ric Edelman said. "We couldn't think of a better way to do it than to make sure we were doing what we could to support Bob and his entrepreneurial efforts to bring the ballpark to a reality, so we are thrilled to be involved."

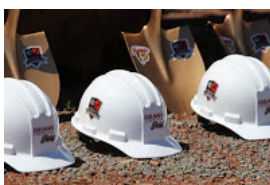
Release the Hounds! Long-Awaited Stadium Project in Ashburn Breaks Ground; Edelman Financial Field will House Loudoun Hounds Baseball, Virginia Cavalry FC Soccer Clubs

June 4, 2013
Vivaloudoun (Blog)

<http://vivaloudoun.blogspot.com/2013/06/news-release-hounds-long-awaited.html>

It took Bob Farren and VIP Sports & Entertainment nearly 12 years but their dream of a sports stadium in Ashburn took a giant step towards reality Tuesday with the official groundbreaking for the project at One Loudoun.

The stadium at the immediate southwest corner of the Route 7 and Loudoun County Parkway interchange will house both the professional baseball Loudoun Hounds as well as the professional soccer Virginia Cavalry FC clubs.



"This is a long-overdue moment in the history of VIP Sports & Entertainment and beginning construction on the Ballpark at One Loudoun is another major milestone for the organization," said Farren, founding President and CEO of VIP. "We are now within sight of the finish line: Opening Day in 2014. I am thankful to our many wonderful business partners, our civic leaders and most importantly our legions of excited fans for making this sports landmark a reality in Loudoun."

In other news from the groundbreaking, it was announced that the stadium would be named Edelman Financial Field, after the Northern Virginia financial services powerhouse.

"With the commencement of the stadium's construction today, introducing Edelman Financial Field as the home of the Loudoun Hounds and Virginia Cavalry FC is an amazing validation of Loudoun County, the Hounds and Cavalry FC," said Farren. "When I first met with Ric (Edelman) about this possibility months ago, it was crystal clear how committed Ric and his firm are to the community. We look forward to a long partnership and are proud to call Edelman Financial Field our home."



He added that Edelman Financial Services has signed a multiyear partnership for the naming rights with VIP Sports & Entertainment's forthcoming venue.



Founded 25 years ago in Fairfax, Virginia, Edelman Financial Services LLC (RicEdelman.com) is now one of the nation's largest financial planning and investment management firms in the country, employing hundreds of people in the area. Its 33 offices include the Northern Virginia suburbs of Ashburn, Tysons Corner, Fairfax and Alexandria, as well as several in nearby Maryland.

The firm's CEO, Ric Edelman, has hosted a Saturday morning show for 21 years on WMAL Radio, as well as a weekly personal finance series airing locally on WETA. He was named three times by Barron's as the nation's #1 Independent Financial Advisor.

"This community is our home, and we are very grateful for the wonderful support we have received over the years," Edelman said. "We want to demonstrate our thanks by helping to bring the ballpark to Northern Virginia, which will provide affordable family entertainment to the residents of our community."

Loudoun Sports Stadium To Be Named Edelman Financial Field

Naming rights partner a Northern Virginia financial services powerhouse

June 4, 2013
SYS-Con Media

<http://www.sys-con.com/node/2686365>

DULLES, Va., -- VIP Sports & Entertainment, LLC, the operator of the Loudoun Hounds Professional Baseball Club and Virginia Cavalry FC as well as the Ashburn-based facility they will use, is partnering with Edelman Financial Services LLC including the naming rights to VIP S&E's forthcoming stadium at One Loudoun.

The home of the Hounds and Cavalry FC is officially dubbed Edelman Financial Field.

"With the commencement of the stadium's construction today, introducing Edelman Financial Field as the home of the Loudoun Hounds and Virginia Cavalry FC is an amazing validation of Loudoun County, the Hounds and Cavalry FC," said Bob Farren, VIP S&E's founding CEO and President. "When I first met with Ric about this possibility months ago, it was crystal clear how committed Ric and his firm are to the community. We look forward to a long partnership and are proud to call Edelman Financial Field our home." He added that Edelman Financial Services has signed a multiyear partnership for the naming rights with VIP Sports & Entertainment's forthcoming venue.

Founded 25 years ago in Fairfax, Virginia, Edelman Financial Services LLC (RicEdelman.com) is now one of the nation's largest financial planning and investment management firms in the country,* employing hundreds of people in the area. Its 33 offices include the Northern Virginia suburbs of Ashburn, Tysons Corner, Fairfax and Alexandria, as well as several in nearby Maryland. The firm's CEO, Ric Edelman, has hosted a Saturday morning show for 21 years on WMAL Radio, as well as a weekly personal finance series airing locally on WETA. He was named three times by Barron's as the nation's #1 Independent Financial Advisor.**

"This community is our home, and we are very grateful for the wonderful support we have received over the years," Edelman said. "We want to demonstrate our thanks by helping to bring the ballpark to Northern Virginia, which will provide affordable family entertainment to the residents of our community."

About VIP Sports & Entertainment/Loudoun Hounds/Virginia Cavalry FC

The mission of VIP Sports & Entertainment is to provide the families of Loudoun County and Northern Virginia with a spectacular, state-of-the-art entertainment venue for hosting a wide variety of fun, affordable attractions year-round -- from Loudoun Hounds professional baseball, Virginia Cavalry FC professional soccer and other sports, to concerts, festivals, shows, fairs, community and charity events.

About Edelman Financial Services

Edelman Financial Services provides financial planning and investment management services for individuals and families, as well as 401(k) plans and institutional investment management for businesses. The firm is headed by renowned financial advisor Ric Edelman, three times named by Barron's the #1 independent financial advisor in the nation.** His television series The Truth About Money with Ric Edelman airs on Public Television stations across the country, and his syndicated radio program can be heard in more than 65 markets. He is also a sought-after speaker and best-selling author. For investment advice and other financial planning services, or to speak with an advisor, call 888-PLAN-RIC (888-752-6742) or visit RicEdelman.com

Ric Edelman is Chairman and CEO of Edelman Financial Services LLC, a Registered Investment Adviser, and CEO, President and a Director of The Edelman Financial Group Inc. He is an Investment Adviser Representative who offers advisory services through EFS and a Registered Principal of (and offers securities through) Sanders Morris Harris Inc., an affiliated broker/dealer, member FINRA/SIPC.

* Based on a 2012 Financial Advisor Magazine survey of independent registered investment advisors that file their own ADV statement with the SEC, provide financial planning and related services to individual clients, and have at least \$50 million in assets under management as of 12-31-2011. Only advisors that completed the survey are included in the rankings. Assets under management totals are taken from the total assets under management, as of 12-31-2011, reported on the firm's form ADV. Edelman Financial Services ranked 10th in assets under management as of 12-31-2011.

**According to Barron's, "The formula [used] to rank advisors has three major components: assets managed, revenue produced and quality of the advisor's practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by each client's risk tolerance. The quality-of-practice component includes an evaluation of each advisor's regulatory record." The rankings are based on the universe of applications submitted to Barron's. The selection process begins with a nomination and application provided to Barron's. Principals of Edelman Financial Services LLC self-nominated the firm and submitted quantitative and qualitative information to Barron's as requested. Barron's reviewed and considered this information which resulted in the rankings on Aug. 27, 2012/Aug. 28, 2010/Aug. 31, 2009.

One Loudoun Ballpark To Be Edelman Financial Field

Naming rights deal marks partnership with financial services group with wide reach.

June, 5, 2013

Dusty Smith, Leesburg Patch

<http://leesburg.patch.com/articles/one-loudoun-ballpark-gets-a-name#video-14702989>

VIP Sports & Entertainment, the owner and operator of the Loudoun Hounds Professional Baseball Club and Virginia Cavalry FC, announced the name of the ballpark it's constructing at One Loudoun for the teams.

VIP is partnering with Edelman Financial Services LLC, including an agreement to name the 5,500-seat stadium Edelman Financial Field.

"With the commencement of the stadium's construction today, introducing Edelman Financial Field as the home of the Loudoun Hounds and Virginia Cavalry FC is an amazing validation of Loudoun County, the Hounds and Cavalry FC," said Bob Farren, founding CEO and president of VIP.

Farren said Edelman signed a multiyear partnership for the naming rights.

Founded 25 years ago in Fairfax, Edelman Financial Services LLC (RicEdelman.com) is now one of the nation's largest financial planning and investment management firms in the country, employing hundreds of people in the area. The company's 33 offices include the Northern Virginia suburbs of Ashburn, Tysons Corner, Fairfax and Alexandria, as well as several in nearby Maryland. ...

Loudoun Stadium Groundbreaking

June 4, 2013

Julie Carey, NBC 4- Washington

<http://www.nbcwashington.com/video/#!/news/local/Loudoun-Stadium-Groundbreaking/210158131>

A new stadium that will bring professional soccer and baseball to Loudoun County is now officially being built. Northern Virginia Bureau Chief Julie Carey reports.

Sounders Academy produces second pro as Jamael Cox signs with Tampa Bay Rowdies

June 4, 2013

Dave Clark, Sounder At Heart

<http://www.sounderatheart.com/thefuture/2013/6/4/4395520/sounders-academy-jamael-cox-signs-tampa-bay-rowdies>

The star of the Seattle Sounders Academy system is clearly DeAndre Yedlin, but he is not the only talent coming through the system. Also on the Sounder at Heart potential HGP list was a midfielder out of Tacoma with a pro pedigree - Jamael Cox. Today he signed with the Tampa Bay Rowdies and will wear the same uniform as his brother, former MLSer Rafael Cox.

Jamael was once looked at by Glasgow Rangers and a few teams in Germany in 2012 but returned to Washington State and played with the Sounders U23s.

Cox shows a different path from the Academy. He was never signed by the Sounders so there is no transfer fee, no allocation money, but this is still a feather. His time here earned him a contract and while most of the players within the system would want to play for Seattle Sounders FC playing as a pro is a huge goal. He helps show that the path to professionalism is not a straight line of Academy-College-U23-HGP contract.

Campbell players to compete in summer leagues

June 4, 2013

Randy Capps, Fayobserver.com (Blog)

<http://blogs.fayobserver.com/soccer/June-2013/Campbell-players-to-compete-in-summer-leagues>

BUIES CREEK - Five Campbell University men's soccer players will compete for U23 teams in the Raleigh Area this summer. Ricki Gaez, Scooter Oliver and Eduardo Rodriguez will suit up for the Carolina Railhawks U-23s in the NASL, while Ethan Hall and Logan Paussa will play with the CASL Elite U-23 team in the NPSL.

In addition Justin Franz will play with the Austin (Texas) Aztex in the United Soccer Leagues Premier Development League (U-23). Patrick Moore is training with the Orlando City Super 20s, while Chirag Shah is with the RVA FC NPSL reserves.

RailHawks assistant coach Dewan Bader will serve as the U-23 head coach, and he will be assisted by Henry Gutierrez and Rick King.

The RailHawks U-23s will build on the foundation built by Bader, Gutierrez and King during their years in the USL Premier Development League. In 2009 with the Cary Clarets, they guided the team to a 9-4-3 finish in the regular season and they made it to the semifinals of the playoffs before falling 2-1 to the Chicago Fire.

In 2008, the Cary RailHawks U-23s went 7-6-3 in the regular season, and they also defeated the England's Burnley FC, which went on to win promotion to the English Premier League later that season, in a friendly at WakeMed Soccer Park.

In 2011 the RailHawks U-23's won the USASA U-23 National Championship, scoring 27 goals and allowing only 3 in their 6 game run including the 4 games while capturing the 2-23 South Regionals title. In 2012, the U-23's again claimed the Regional title before falling in penalty kicks during the National Semifinals.

A native of Panama City, Panama, Gaez is coming off a sophomore campaign in which he played in all 19 games and hit career highs for starts (17), goals (8), assists (3), points (19), game-winning goals (3) and minutes (1449).

Selected to the all-conference second team by College Sports Madness, Gaez ranked 5th among Big South leaders in goals per game (0.42), 6th in goals and 8th in points per game (1.0). He scored in CU's 1-1 draw at No.-16 SMU and also in the Camels' 2-0 win at No.-17 NC State.

Oliver played in 15 matches with 12 starts, missing 4 outings due to injury during the 2012 campaign. The rising junior from Cary, N.C., played the full 110 minutes in the draw at SMU and provided an assist in a 2-1 win over No.-25 High Point from his holding midfield position.

A rising senior from Cary, N.C., Rodriguez hit career highs for games played (19) and started (18), while playing an average of 86.8 minutes per outing, primarily at right back as a junior in 2012. The Green Hope High School graduate was on the field for all but 99 minutes (1651 of a possible 1750) during the season.

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MEET THE PRESS

Pele to talk to media at Tuesday press conference

May 31, 2013
Bigapplesoccer.com

The New York Cosmos have called a press conference with Pele for what they termed a "special announcement" in New York City on Tuesday.

The press conference is by invitation only.

Pele, the team's honorary president, starred for the Cosmos from 1975-77 at the end of his star-studded career that included playing for Santos in his native Brazil. He is the only players to have performed on three World Cup championship sides.

The Cosmos are expected to begin training for the fall North American Soccer League season in June.

The team will return to competitive play in the North American Soccer League, hosting the Fort Lauderdale Strikers at Hofstra University in Hempstead, N.Y. on Aug. 3.