



March 1st 2018, Charleston SC

DICK'S Sporting Goods and DICK'S Team Sports HQ announced today a multi-year, strategic partnership with The Small Sided Soccer Association (SSSA) which was created to provide expansive small-sided soccer opportunities at dedicated centers throughout the United States.

DICK'S Team Sports HQ will provide next generation technology to SSSA as the Official soccer online registration and club management provider. DICK'S Sporting Goods will also proudly serve as the Official Sporting Goods Retailer and Uniform, Equipment and Fan Wear Provider.

"We are pleased to welcome The Small Sided Soccer Association to the DICK'S Team Sports HQ family," said Ed Plummer, SVP, DICK'S Team Sports HQ. "We look forward to supporting this important and well-respected youth sports organization by creating a best-in-class experience for its players, families, coaches and staff."

"We are very excited to welcome DICK'S on board to underpin the growth of The National League, Small Sided Soccer ([www.tnlus.com](http://www.tnlus.com)) both in terms of its unique IT Blue Sombrero platform and national supply of uniforms and related sports gear for our players and families," said Alan Georgeson, President of the Small Sided Soccer Association. "We are convinced that it will be the most consistent recreational environment for children and youth to grow in soccer, and for adults to enjoy competitive leagues in specialist centers and to have DICK'S aboard to help deliver will be very strong for all concerned".

"The Small Sided Soccer Association has been a passion of mine for the past 3 years" said Alan Georgeson, President of the association and its parent Constructive 4 organization "with the huge increase in demand for small sided soccer and the rush to build custom small sided soccer centers which offer a quality product within a progressive, inviting and safe environment, similar to the boom in Europe and South America in the 1980's where centers grew year on year 100% with demand".

DICK'S Team Sports HQ currently serves youth sports organizations representing over nine million young athletes including US Youth Soccer, Little League, Pop Warner, and National Police Athletic League, among others.

ABOUT THE SMALL SIDED SOCCER ASSOCIATION ([www.smallsidedsoccerassociation.com](http://www.smallsidedsoccerassociation.com))

The Small Sided Soccer Association's mission is to promote and develop the small sided game and enhance the quality of the experience for all who play, from children entering the game, to youth soccer, to leagues and tournaments, to adult social soccer.

ABOUT THE NATIONAL LEAGUE, SMALL SIDED SOCCER ([www.tnlus.com](http://www.tnlus.com))

The National League is for all children and adults throughout the USA who wish to come join with their team or their club at their local small sided soccer center and play within the nationally recognized, locally managed and organized, recreational leagues system sanctioned by US Club Soccer.

ABOUT DICK'S SPORTING GOODS and TEAM SPORTS HQ ([www.dicks.com](http://www.dicks.com))

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of January 28, 2017, the Company operated more than 675 DICK'S Sporting Goods locations, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated associates, in-store services and unique specialty shop-in-shops. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy and Field & Stream, as well as DICK'S Team Sports HQ, an all-in-one youth sports digital platform offering free league management services, mobile apps for communications and live scorekeeping, custom uniforms and Fan Wear and access to donations and sponsorships. For more information, visit the [www.dicks.com/teamssportshq](http://www.dicks.com/teamssportshq)

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