Growing the Global Game at the Grassroots

Youth and Pro Soccer Partnerships in New York

Play the Game 2011
Deutsche Sporthochschule Köln

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Local Boys: Ramos, Meola & Reyna
“DESPITE HEROIC EFFORTS of soccer moms, suburban liberals, and World Cup hype, soccer will never catch on as a big time sport in America. No game in which actually scoring goals is of such little importance could possibly occupy the attention of average Americans. Our country has yet to succumb to the nihilism, existentialism, and anomie that have overtaken Europe. A game about nothing, in which scoring is purely incidental, holds scant interest for Americans who still believe the world makes sense, that life has a larger meaning and structure, that being is not an end in itself, being qua being.” (Cannon and Lessner)
“Don’t waste your time on soccer young man; it’s a game for Commie pansies” - Dick Young
A New New York Icon?
The Birth of the Cosmos

• “Soccer is the one great international sport and is America’s fastest growing sport. [...] It has crossed more borders and broken down more barriers than any activity other than the very act of living itself”

• “We wouldn’t ask you to come to us until we’d come to you” – Clive Toye
Big Time
Glory Days
Beckenbauer, Pelé & Chinaglia
Pelé Says Goodbye to 75,646 at Giants Stadium
World Cup 94 & MLS
NY/NJ MetroStars
Red Bull New York
Red Bull Arena
2010
Cosmos Reborn?
“Tailored by Umbro”?
RBNY & ADFH United
Works Cited

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