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For Immediate Release

Lakefront Soccerfest Comes to Veterans Park

Milwaukee, WI (June 10, 2014) – One of the largest soccer festivals in the Midwest, Lakefront Soccerfest, is coming to Milwaukee’s Veterans Park, Sunday, June 15, from 9 a.m.–6 p.m. The event, presented by Milwaukee Soccer Development Group (MSDG), will promote youth soccer through friendly tournament play, interactive introductions to FootGolf, pick-up soccer games, and mini fairs within the festival focused on health and sustainability.

“Think of Lakefront Soccerfest as Milwaukee’s World Cup Festival,” said James Moran, founder of MSDG. “We’ll be featuring a friendly kid’s soccer tournament, along with a series of soccer-related festivities for family members of all ages.”

Moran said, “Much like the World Cup, MSDG celebrates diversity by organizing competitive team groupings with players representing communities throughout Southeastern Wisconsin. To encourage a healthy and playful atmosphere—and to honor the game with fair play—we use local university volunteers as field ambassadors, rather than referees.”

From 9 a.m.-3 p.m. youths will have many opportunities to get involved. For youths in the categories U-7 (under 7) to U-13 (under 13), three hours of play are available: an hour of mini-games (including FootGolf, soccer tennis, and juggling), one hour of soccer skills, and three 15-minute games of 3v3.

From 9 a.m.-5 p.m., two-hour slots are available for 3v3 games for youths U-14 through U-18

From 11 a.m.-2 p.m, 3-hour time slots are available for coed adult groups age 19-35 and coed adult groups age 35 and up.

3v3 squads do not have to be club teams; anyone may submit a team. Teams of six players are encouraged to register in advance. Every effort will be made to form teams from groups of less than six players.. All teams must arrive and register 30 minutes before start time. Each team must bring two colored shirts for each player and at least one ball per team. Field schedules will be released on Thursday, June, 12.

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Entry fees are based on age category: \$50 per team up to U-18 and \$80 per adult coed team. Teams may request financial scholarships.

Lakefront Soccerfest will also use soccer to promote, health and wellness, and sustainability. The Health and Wellness Fair will provide displays and various classes on nutrition and fitness to address childhood obesity and to remind children that to play soccer, all they need is a ball. Given the location of Lakefront Soccerfest along the shores of one of the largest fresh-water sources in the world, the focus of the Sustainability Fair will be the responsible use of water resources.

Proceeds from the event will go toward soccer equipment and soccer scholarships to youths in the Greater Milwaukee Area.

Families with gently used soccer equipment are encouraged to bring it to the event and donate it at the Thrivent Financial tent from 9 a.m.-5 p.m. All donated items will be given to MSDG to promote youth soccer.

Veterans Park is located on Milwaukee's Lakefront at 1010 N. Lincoln Memorial Drive.

Milwaukee Soccer Development Group is a non-profit organization that was founded in 2012. The mission of MSDG is to promote the sport of soccer in the Greater Milwaukee Area by providing opportunities and support for young people at any level to enjoy the game within the community.

For more information on Lakefront Soccerfest as well as other MSDG happenings, contact info@milsoccerdg.com

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