

# **NORTH CAROLINA YOUTH SOCCER AND INNOVATIVE APP MOJO COME TOGETHER TO EMPOWER COACHES AND BRING MORE FAMILY FUN TO THE TAR HEEL STATE**

## *Mutual Commitment to Community and Grassroots Sport*

GREENSBORO, NC. (April 1, 2021) — North Carolina Youth Soccer Association (a member of US Youth Soccer) and MOJO are proud to announce a first-in-the-nation partnership to put the magic back into youth sports by providing coaches, clubs and teams across North Carolina with a one-stop coach-in-a-box mobile app that takes the aggravation and chaos out of coaching.

The partnership comes at a crucial time in youth sports as COVID-19 has compounded existing challenges for teams and coaches across the country. As the spring 2021 soccer season approaches, North Carolina Youth Soccer and MOJO hope to enrich and improve the grassroots soccer experience with easy-to-use technology and world-class educational content developed by top coaches, experts and elite athletes.

North Carolina Youth Soccer coaches and parents will be able to access the free MOJO app which features exclusive short-form videos customized to age and skill level with one-touch tools to plan fun and engaging practices. North Carolina Youth Soccer coaches can download the free MOJO app on their mobile device and create a profile affiliated with North Carolina Youth Soccer. Once they create a profile, they will have access to MOJO's library of content and practice plans personalized to their preferences and their team's needs.

"NCYS is very excited to bring MOJO to grassroots soccer in North Carolina," said Kathy Robinson, Executive Director of North Carolina Youth Soccer. "MOJO has created a unique tool to assist any coach with their daily training session and we believe this platform will have a tremendous impact on our coaches as well as our players."

"We're thrilled to work with North Carolina Youth Soccer, helping support the return to play and bringing the magic back to youth sports," said Reed Shaffner, Co-Founder and COO of MOJO. "MOJO is all about saving time on preparation and planning, and making time on the field more fun and meaningful."

The new partnership with North Carolina Youth Soccer represents MOJO's commitment to building strategic relationships with leading youth sports organizations, clubs and teams in the U.S. and around the world. The partnership also establishes MOJO as an Official Grassroots Coaching Partner of North Carolina Youth Soccer.

The free MOJO app provides everything a coach needs for a season of soccer with one team and one practice per week. Coaches can also upgrade to MOJO+ for \$19.99, with additional content and features, including unlimited practices per week and the Ask-A-Coach feature for 24-hour access to experienced MOJO coaches. A portion of all MOJO+ proceeds from North Carolina will go to support teams, players and clubs in need across the region.

**About MOJO:**

MOJO is on a mission to make youth sports more fun for everyone – one kid, one coach, one family, one team at a time. Launched in early February 2021, MOJO is a robust digital platform that empowers parents who coach youth sports to bring world-class training to the largest pool of players in the world – kids aged 13 and under. MOJO believes that youth sports have the power to transform lives, not just for the kids on the field but the coaches and parents on the sidelines. MOJO is committed to equity, inclusion and helping to level the playing field for kids everywhere. For more information, visit [www.mojo.sport](http://www.mojo.sport).

**About North Carolina Youth Soccer (NCYSA):**

Formed in 1976, NC Youth Soccer is the recognized State Association for US Soccer Federation and US Youth Soccer Association. Our mission is to provide the ideal environment for all youth to grow and excel through soccer. We strive to help every Member Association to fulfill their goals on and off the field of play. NC Youth Soccer registers nearly 60,000 players annually. Through its programming, resources and leadership, NC Youth Soccer is servicing the game for its 89 Member Associations, players, leagues and over 16,000 administrators, coaches and volunteers. NC Youth Soccer provides a path for every player, offering programs that provide a fun, safe and healthy environment for players at every level of the game. We Support Youth Soccer. For more information, visit <https://www.ncsoccer.org>