



--- FOR IMMEDIATE RELEASE

****Columbia Illinois, St. Louis, Mo**** – We are thrilled to announce the merger of two local leading soccer clubs, Crew Soccer and St. Louis Steamers Soccer Club

This strategic alliance marks the beginning of a new era in metro soccer and community engagement, combining our shared values and complementary strengths to create an unparalleled experience and pathway for players, fans, and both our communities.

Unified Mission and Values

Our newly formed Soccer Club is dedicated to upholding the highest standards of integrity, excellence, and collaboration. Steamer's Crew believe in:

- ****Integrity and Honesty****: Upholding the highest standards of honesty and ethical behavior in all operations and interactions, ensuring transparency and trustworthiness.
- ****Excellence and Quality****: Committing to excellence in every aspect of our club, from player development and coaching to community engagement and facility management, striving for continuous improvement.
- ****Teamwork and Collaboration****: Encouraging teamwork both on and off the field, recognizing that collective efforts are essential for success. Promoting collaboration across all levels of the organization.
- ****Youth Development****: Maintaining a strong focus on developing young players, providing them with the skills and opportunities to grow both as athletes and as individuals.
- ****Community Engagement****: Deepening our commitment to the local community through outreach programs, partnerships, and initiatives that benefit local residents and foster community spirit.

Strategic Focus and Goals

Our merger is not only about combining forces but also about setting a robust strategy for player growth and success. Key elements of our strategy include:

- ****Enhancing Coaching and Training Programs****:
 - Recruiting and retaining top-tier coaching talent.
 - Standardizing training programs across all age groups to ensure consistency and quality.
 - Implementing advanced training technologies and methodologies.
- ****Strengthening Community Engagement****:
 - Developing a comprehensive community outreach program, focusing on local schools, businesses, and non-profits.
 - Organizing regular community events like clinics, tournaments, and open free play.
- ****Developing Player Pathways****:
 - Creating clear pathways for player development from youth to adult levels.



- Cultivating leadership and professional development by establishing connections with collegiate and professional teams for advanced player placement.
- Monitoring player progress through a structured evaluation system.

- ****Ensuring Financial Sustainability****:
 - Diversifying revenue streams by increasing sponsorship acquisition targeting local and regional businesses.
 - Developing new merchandise lines to boost merchandising revenue.
 - Exploring hosting regional tournaments as additional revenue sources.

- ****Leveraging Technology for Growth****:
 - Implementing cutting-edge training tools and platforms to enhance player development and operational efficiency.

- ****Fostering a Culture of Inclusivity and Diversity****:
 - Promoting a welcoming environment for all members and stakeholders, ensuring that diversity and inclusivity are at the forefront of our operations and community interactions.

This merger represents a significant step forward in our journey to become a leader in the sports industry, providing top-notch experiences for our members and making a positive impact in our community. We look forward to the exciting opportunities ahead and are committed to achieving our shared vision.

For more information, please contact:

Crew - Nathan Trexler - Club Executive Director 618-972-8739

Steamers Jason Glover Club Executive Director 618-340-1092

****Crew Soccer Club****

Crew Soccer Club is dedicated to fostering a love for soccer while promoting values of honesty, ethical behavior, and transparency. With a strong focus on community engagement and player development, the club has been a pillar of excellence in the local sports scene.

****Steamers Soccer Club****

Steamers Soccer Club strives for superior standards in all aspects of youth soccer. From state-of-the-art facilities to comprehensive coaching programs, the club is committed to continuous improvement and excellence in every endeavor.

Together, we are stronger and more committed than ever to bringing the best to our players, community, and supporters.

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