TIMES SQUARE CUP 2019

Galvanized by the Cup Series, Street Soccer USA is building a nation-wide network of street leagues providing community level solutions for fighting poverty 365 days a year. SSUSA mobilizes public, private, and community resources to bring our vision to life.

The 7th annual Times Square Cup was held for the first time at Father Duffy Plaza, taking over the area in front of the iconic Red Steps on Broadway between 46th and 47th Streets. The 13-hour soccer festival, featuring a Youth Cup in the morning and Open Cup in the afternoon and into the night, took place on a specially-made street soccer field assembled overnight. In all, the Times Square hosted more than 200 players with more than 30 total matches played. The soccer community in New York came together with program participants, government supporters, sponsors, and partners to #PlayforMore.

The tournament was made possible by:
✦ Youth Cup sponsors Juventus FC
✦ Open Cup sponsors Stadium Goods
✦ Official apparel provider UNIQLO
✦ National partners Kwik Goal, ESPN Corporate Citizenship, Help USA, MLS Works
✦ Government Supporters Manhattan Borough President Gale Brewer, Council Member Carlos Menchaca

and the ongoing support from our New York board, community-based program partners and private donors.

Thank you for making the Cup a success as we work towards a more level playing field for all!
The enclosed field, situated on Father Duffy Plaza in the busiest block of Times Square*, mesmerized the estimated 250,000 passersby on Saturday, September 14. Viewers could catch the action and hear the beats and live emcee from the iconic Red Steps, just a few feet away, or choose to get more personal with the players and watch from right up against the boards. At times, spectators were packed several feet back from the field to catch a glimpse of the street soccer skillfest.

For the 5th year in a row, players donned sparkling new UNIQLO uniforms, provided by the global apparel brand and official SSUSA sponsor. Partner and sponsor logos graced the 22 dasher boards outlining the field, providing optimal exposure live, on social media, and in post-event material.

*Times Square official data, August 2019
**YOUTH SHOWCASE**

Players from Street Soccer USA’s New York programs prepared all year for the opportunity to play at the Times Square Cup. The Youth Showcase kicked off the day’s event, running from 9am-1pm.

100 youth program participants in U10, U12, U15 and U16 divisions each played three matches in a round robin format.

Street Soccer USA provides free, high-level soccer, as well as off-field support services, for 2,400 youth in NYC, 97% of whom are low-income and 95% of whom are minority.

Partners sponsored teams from SSUSA neighborhood community clubs:
♦ Red Hook, sponsored by **American Express**
♦ East New York, sponsored by **MLS Works**
♦ Claremont Village, sponsored by **Stadium Goods**
♦ Sunset Park, sponsored by **Lazio**
♦ Flatbush, sponsored by **Juventus**
Street Soccer USA government advocates Manhattan Borough President Gale Brewer and Council Member Carlos Menchaca of Brooklyn presented the Youth Showcase winners with their trophies, as well as offering words of encouragement and positivity.

**Youth Showcase Winners:**
- U12 Boys - Washington Heights
- U12 Girls - Sunset Park
- U15 Boys - Flatbush
- U16 Boys - East New York
OPEN CUP sponsored by Stadium Goods

The Open Cup raises funds for Street Soccer USA’s programs and establishes relationships with socially conscious businesses that are gateways to internships, job training and job opportunities for our players.

32 teams began the journey to compete on the Times Square stage, with partner Socceroof hosting a qualifying tournament for the final spot in August. At the Cup, 16 teams competed in four groups, with one team advancing from each group to the semifinals. The top eight seeded teams wore uniforms provided by Stadium Goods.

Perennial powerhouse NY Ecuador FC won the Open Cup for an unprecedented third time straight!

Street Soccer USA Times Square Cup 2019 streetsoccerusa.org
At 7:00 pm, under the bright lights of Times Square, we hosted a special Bronx vs. Brooklyn Classico to showcase the extremely talented SSUSA program participants.

Special guest coach NYCFC goalkeeper Brad Stuver took charge of the team from the Bronx and led them to victory.
PARTNERSHIP DEBUTS:
STADIUM GOODS & JUVENTUS

New Street Soccer USA partners Stadium Goods, the world’s premier sneaker and streetwear marketplace and Juventus, the world-famous Italian soccer giant, joined us at the Times Square Cup to debut their partnership and demonstrate their support for our mission.

Juventus sponsored the Youth Showcase and will be supporting more than 120 youth as the official sponsor of Street Soccer USA’s Flatbush Community Club through their social inclusion project “Gioca Con Me.” Players from Flatbush donned Juventus kits throughout the tournament.

Stadium Goods sponsored the Open Cup and provided social media support and promotion, as well as uniforms for Open Cup participants.
THANK YOU for supporting
STREET SOCCER USA TIMES SQUARE CUP 2019

We are a national nonprofit organization dedicated to fighting poverty and strengthening communities through soccer. We believe everyone deserves to grow and develop within the supportive context of a team.

Our city-wide street leagues, community engagement methodology, and curriculum use soccer to help youth and families with education and employment.

IMPACT

- Independent research has proven that SSUSA engages the lowest income, highest need students in each school district it serves.
- 95% of participants improve social emotional learning skills through our curriculum
- Chronic absenteeism drops among SSUSA participants by 2/3rds
- SSUSA participants improve their math and English language arts year over year versus their peer group not engaged in SSUSA programming.

#PlayForMore

Photo credits: Street Soccer USA, Maurizio Bacci, Jon Demske