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PRESS RELEASE

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PUBLIC RELATIONS

FOR IMMEDIATE RELEASE
May 25, 1976

"BEING HUNGRY WILL HELP AMERICAN SOCCER"

Recently, Youth Development Director, Joe Di Salvo had this to say about the development of soccer in the United States. "We must be hungry and willing to accept the challenge to play soccer at the international level." The N.J. American forward has taken great strides to introduce soccer at the grass roots level with his efforts to date quite successful.

Di Salvo has spearheaded a community involvement program that includes clinics, guest lectures, career nights, and autograph signings. If success can be measured in numbers, Di Salvo has definitely combined the right ingredients.

Over 11,000 kids have been involved with the Americans' youth program, a figure that has left Di Salvo quite impressed with the overwhelming participation by New Jersey's school system.

"The positive response has been phonomenal," he stated, "but our club won't stop there. We're into the larger numbers. By season's end we will have reached over 50,000 kids and hopefully we'll win over a few friends to our side."

In one day alone--at Central Regional High School--Di Salvo's "clinical success" reached 3,000 students. Point Pleasant Boro supported the soccer cause as well when 1,500 kids turned up to witness the Americans clinic exhibition. The list continues--Neptune H.S., 600; Rumson, 500; Brielle School, 500; Cedar Drive School, 500;--on and on.

Di Salvo considers his position as Youth Development Director a vital factor in the growth of American soccer. "It's a great way to show youngsters that they can play at the international level."

Basically, the New Jersey Americans hope to impress the public as a top-notch professional organization. Hopefully, after being impressed, the kids will come out to see the Americans in action. At this stage, Di Salvo is trying to make the game as interesting as possible for the younger fans and players. "By impressing the basics, we can upgrade soccer in our country, and then take a big step forward to accept that international challenge."

For further information regarding clinics, contact Joe Di Salvo, New Jersey Americans at (201) 462-6360.

JUN 1 1976