

U.S. Soccer Federation and U.S. Soccer Foundation Present

smile

**S**occer **M**ust **I**nclude, **L**ove, and **E**ducate

In the past eight years, the number of kids playing soccer has dropped

**25 percent.**

*Aspen Institute State of Play 2017*

**WHY?**

They aren't having fun anymore!  
**The kids are NOT alright.**

We have professionalized Youth Soccer, creating a stressful and competitive environment at the stage where kids and their parents should be enjoying the experience the most.

This is happening at younger and younger ages pushing large numbers of participants out of the game and keeping even larger numbers from ever starting to play.

The high cost and focus on winning has taken the joy out of the game and made playing our beautiful game a chore rather than fun.



A collage of sports equipment including a basketball, a baseball glove with a baseball, a football, and a tennis ball on a racket. The items are arranged around a central yellow diamond shape that contains text.

In a country with no shortage of sports alternatives we lose future soccer talent but more importantly kids lose access to the sport best designed to benefit their health and wellness.

# Benefits of Youth Soccer

## Decreased Risk of Obesity



*Soccer for Success*

## Increased Social Interaction



*University of Copenhagen, Soccer improves health, fitness and social abilities*

## Increased Physical Activity as Adults



*Physiology & Behavior: Effects of early-onset voluntary exercise on adult physical activity and associated phenotypes in mice*



To create a vibrant soccer culture and instill the benefits of playing in our youth,  
**we need to put the SMILE back in soccer.**

Youth soccer should welcome kids with open arms by teaching them a fun, healthy game they can play for life.

# Soccer is Everyone's Game!

The SMILE Campaign will reestablish soccer as a community game with fun as its foundation.

We'll make soccer more inclusive and more engaging—without unnecessary early competitiveness.



Millions of kids of all races and genders, and from every corner of the US, will have a place to play a game they will love the rest of their lives.

# Over the next 4 years, the SMILE Campaign will:

- Build & upgrade local facilities to provide places to play
- Increase educational and afterschool programs
- Provide free clinics and seminars for parents and kids to educate & excite



**Now is the time to make soccer  
everyone's game and help  
its players SMILE again.**

