



For Immediate Release

VYSA NAMES NATURAL GRASS ADVISORY GROUP™ AS OFFICIAL NATURAL GRASS FIELD ADVISOR OF VYSA AND THE PUBLIX VIRGINIA SOCCER TRAINING CENTER

Spotsylvania County, Va. April 19, 2018

The Virginia Youth Soccer Association (VYSA) announced today that they have entered into an exclusive partnership with Natural Grass Advisory Group™ (NGAG). As a VYSA partner, NGAG will support VYSA field maintenance with supervision and regular surface testing of Publix Virginia Soccer Training Center (PVSTC) fields to increase playability and surface consistency. NGAG will also provide advisory for grass field maintenance and construction to VYSA member clubs through annual seminars and “turfgrass tips” to help increase quality and safety of their grass fields. The partnership provides NGAG with sponsorship assets with VYSA and at PVSTC.

The partnership between VYSA and NGAG ensures that PVSTC fields remain among the best in the USA. The partnership also will have a positive impact for VYSA clubs across the state as VYSA and NGAG develop best practices and standards for field improvement and safety. This reinforces VYSA’s focus on field safety and athlete experience with the surfaces and positions VYSA as a leader by being one of first state associations in the youth sports landscape to take proactive action in developing standards for grass field surfaces.

VYSA President Denise Edwards: “We are pleased to enter into this ground-breaking agreement with the Natural Grass Advisory Group™ and look forward to sharing their expertise with our membership.”

Natural Grass Advisory Group™ Founder and Lead Advisor Jerad Minnick: “It is so exciting to grow our relationship with VYSA, building up from our initial work together in support of the PVSTC establishment. VYSA is undoubtedly one of the most forward-thinking organizations in youth sports. So it is a privilege to be affiliated with VYSA and to be able to help VYSA members make their grass fields better and strong while also increasing usage time.

About the Virginia Youth Soccer Association: The Virginia Youth Soccer Association www.vysa.com is a member of the US Soccer Federation and US Youth Soccer representing over 170,000 youth players, coaches and administrators in the Commonwealth of Virginia and D.C. VYSA oversees programs including the Olympic Development Program (ODP), the National Championship Series (State Cup), the VYSA Academy Program, Coaching Education and more.

About Publix Virginia Soccer Training Center: The Publix Virginia Soccer Training Center www.vysatc.com is owned and operated by VYSA and is one of the finest soccer training facilities on the East Coast. Situated on 50 acres of former farmland in Spotsylvania County half way between Washington, D.C. and Richmond, the facility boasts nine FIFA regulation fields and will include a stadium. The facility will be the future home of VYSA’s State offices.

About Natural Grass Advisory Group™: Natural Grass Advisory Group™ is the USA’s only independent support firm solely for natural grass sports fields. Working with clients world-wide, from parks to pros, NGAG provides advisory, education, data analytics, and management for improving quality and increasing use of natural grass fields. NGAG work is based in data in a proprietary surface-testing system created specifically to simplify diagnosis of field issues with numbers and maps. NGAG results prove #GrassCanTakeMore®

www.NaturalGrass.Org Twitter: @GrassRevolution IG: NaturalGrassAdvisoryGroup