

# **ALABAMA SOCCER ASSOCIATION AND INNOVATIVE APP MOJO JOIN FORCES TO SUPPORT YOUTH COACHES AND BRING MORE FAMILY FUN TO THE LAND OF CRIMSON TIDE AND TIGERS**

## *Mutual Commitment to Community and Grassroots Sport*

BIRMINGHAM, Al. (Feb. 9, 2021) — Alabama Soccer Association (a member of US Youth Soccer) and MOJO are proud to announce a dynamic partnership to put the magic back into youth sports by providing coaches, clubs and teams across Alabama with a one-stop coach-in-a-box mobile app that takes the aggravation and chaos out of coaching.

The partnership comes at a crucial time in youth sports as COVID-19 has compounded existing challenges for teams and coaches across the country. As the spring 2021 soccer season approaches, ASA and MOJO hope to enrich and improve the grassroots soccer experience with easy-to-use technology and world-class educational content developed by top coaches, experts and elite athletes.

Alabama Soccer Association coaches and parents will be able to access the free MOJO app which features exclusive short-form videos customized to age and skill level with one-touch tools to plan fun and engaging practices. Alabama coaches can download the free MOJO app through the App Store and create a profile affiliated with Alabama Soccer Association. Once they create a profile, they will have access to MOJO's library of content and practice plans personalized to their preferences and their team's needs.

"What MOJO offers to our grassroots coaches is unparalleled," said Jennifer Pfeiffer, the Executive Director of Alabama Soccer Association. "We're excited for our 900 youth coaches to see the caliber of content and curriculum that MOJO provides. It's an incredible resource for us to provide to support more than 15,000 players across the state."

"We're delighted to partner with Alabama Soccer Association, helping support the return to play and bringing the magic back to youth sports," said Reed Shaffner, Co-Founder and COO of MOJO. "MOJO is all about helping coaches create the best possible experience for their players with minimal work, so that instead they can focus on the moments that matter - having fun out on the field."

The new partnership with Alabama Soccer Association represents MOJO's commitment to building strategic relationships with leading youth sports organizations, clubs and teams in the U.S. and around the world. The partnership also establishes MOJO as an Official Grassroots Coaching Partner of Alabama Soccer Association.

The free MOJO app provides everything a coach needs for a season of soccer with one team and one practice per week. Coaches can also upgrade to MOJO+ for \$19.99, with additional content and features, including unlimited practices per week and the Ask-A-Coach feature for 24-hour access to experienced MOJO coaches. A portion of all MOJO+ proceeds from Alabama will go back to supporting teams, players and clubs in need across the state.

**About MOJO:**

MOJO is on a mission to make youth sports more fun for everyone – one kid, one coach, one family, one team at a time. Launched in early February 2021, MOJO is a robust digital platform that empowers parents who coach youth sports to bring world-class training to the largest pool of players in the world – kids aged 13 and under. MOJO believes that youth sports have the power to transform lives, not just for the kids on the field but the coaches and parents on the sidelines. MOJO is committed to equity, inclusion and helping to level the playing field for kids everywhere. For more information, visit [www.mojo.sport](http://www.mojo.sport).

**About Alabama Soccer Association:**

As the Alabama affiliate of US Soccer and US Youth Soccer, the Alabama Soccer Association (ASA) is a non-profit and educational organization whose mission is to foster the physical, mental, and emotional growth of players of all ages, by creating and increasing opportunities for wholesome participation. ASA has a current membership of over 15,000 registered youth players and approximately 2,000 active coaches, referees, and administrators. For more information, visit [www.alsoccer.org](http://www.alsoccer.org).