

# CHALLENGER SPORTS CORPORATION™

BRITISH SOCCER CAMPS ● SKILLBUILDER SPORTS CAMPS ● SOCCER TOURS ● TOURNAMENTS ● TEAM SALES

Challenger Sports is a **TOTAL SOCCER** company, owned and operated by some of the most experienced soccer people in the country. Challenger is the leading provider of summer soccer camps in the United States, Canada and Australia with over 2000 communities hosting British Soccer Camps for some 100,000 players.

How did Challenger become the largest soccer camp operator in the country? Simply put, we have the right people, teaching the right things, in the right way. **The Challenger Way!**

Approximately 950 British Soccer coaches are selected by Challenger's UK-based staff, from over a thousand potential candidates. They are all F.A. licensed coaches, but more importantly they love children and understand how we teach new skills, build confidence and have fun all at the same time!

Challenger Sports began running summer soccer camps since 1985, as British Soccer Camps, a division of All American Indoor Sports Inc. The British Soccer Camp program quickly grew throughout the Midwest, expanding into Oklahoma, Tennessee and Georgia, and establishing a reputation of delivering quality coaching with a unique British cultural twist

Challenger built a quality staff of full-time Regional Soccer Directors and within two years had established a network of offices throughout the United States and then branched into Canada in 2004. Challenger also invested heavily in the United Kingdom and were the first North American-based soccer company to set up a full-time recruitment and training operation in Britain.

Challenger now runs over 2,000 British Soccer Camps for 100,000 children and also coaches a further 50,000 players on their rapidly expanding year round Club Trainer programs.

The Challenger Club Trainer program was created in 2001 to allow youth soccer clubs to experience the same level of training they receive during their camps to be extended into their actual soccer season.

The high demand for professional soccer training has allowed the Club trainer program to grown in a similar vest to the Challenger soccer camps. Challenger Sports currently has over 150 trainers nationwide in the US and that success is down to the high level of commitment our staff show and the level of professionalism that we bring to the field.

This spring there will be 40 members of staff working for Challenger in the CCT division and approximately 80 trainers will be staying on for the fall season once the summer camps have been completed.

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