



**Waterloo Minor Soccer Club**  
2001 University Avenue East  
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August 17th, 2020

The *Waterloo Minor Soccer Club* (Waterloo United) has been an organization involved in the local community for decades. The Club continues their dedication to further develop youth's success within the world of healthy competition and lasting comradery. Waterloo United is home to countless volunteers, parents, coaches, and youth, all of whom devote their time to making soccer a staple of sports within the Waterloo Region.

This summer, Waterloo United is proud to announce that the front office is expanding its roster with the addition of the *Token Creative Services* team. Together, widening the scale of digital and online content. This will allow Waterloo United to reach a broader local community that will expand the Club's impact on the 'Beautiful Game' within the region.

Executive Director of The Waterloo Minor Soccer Club, Paul Burns expressed that "Waterloo United is very happy and excited to be working with Token Creative Services. We are looking forward to bringing new and exciting content to our social media platforms and website...".

As a team of creative minds, Token Creative Services is eager to assist in developing and broadening the Club's overall outreach of institutions throughout the local community. Having worked with dozens of local businesses and not-for-profit organizations over the years, Token Creative Services is thrilled to expand their journey with Waterloo United. This exciting partnership will provide the absolute best experience for Waterloo United, with a focus on digital content that will further develop, benefit, and strengthen not only current but new relationships that the Club seeks to reach.

Token Creative Services is excited to be teaming up with Waterloo United but is even more excited about creating and developing a new starting lineup of unique content for this local community Club.

Paul Burns, the Clubs Executive Director said, "This new information will provide our members and the general public with greater insight on who Waterloo United is! It will allow further opportunities to showcase all of the great services Waterloo United provides."

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**Waterloo Minor Soccer Club** has been serving the community of Waterloo for over 45 years. Their mission is to mentor youth as they engage in an active lifestyle, learn life skills and values while pursuing their goals.

**Contact Us:**

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**Token Creative Services** is a full-service creative agency that collaborates with innovative brands making positive environmental or social change. We amplify their stories through strategic and digital solutions.

**Contact Us:**

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