



Press Release: BVB International Academy- Waterloo

For immediate release.

Announcing BVB International Academy- Waterloo.

Located in Waterloo, Ontario, BVB International Academy-Waterloo will be the first International Academy to represent the world-renowned player development methodology Borussia Dortmund has become known for throughout the world. The long and successful history of Waterloo Minor Soccer Club paired with the development model perfected at Borussia Dortmund's Youth Academy will be supported with the programming, World Class Collegiate Placement (CAP) program and an advanced coach/ player development model developed by BVB International Academy America. The players, families, and coaches with BVB International Academy-Waterloo will be immersed in the intensity that creates the signature culture at Borussia Dortmund and the opportunity to create an honest and authentic player pathway.

BVB International Academy America has worked closely with Waterloo Minor Soccer Club over the past two years to develop the right way to launch a professional youth development academy for the first time in Canada. The challenging work involved in bringing the International Academy to Canada took the efforts of many dedicated individuals at Waterloo United, within BVB International Academy America and Borussia Dortmund in Germany.

The Waterloo Minor Soccer Club was founded in 1971 and for the past 50 years has been fully dedicated to providing the very best quality programs, coaching and development centered around the player's needs. Celebrating the 'world's' game has become the passion that energizes the people and players within Waterloo United. Several generations of talented players who have had the privilege to experience soccer within Waterloo Minor Club have successfully played on into college and the semi-professional levels.

Paul Burns, Executive Director of **The Waterloo Minor Soccer Club** expressed his excitement about the future of the club with the following: "Waterloo United is very proud and excited to create a partnership with BVB International America. The partnership will enhance all of our programming including player, coach and overall Club development. It will also create new and unique opportunities for our teams, coaches, and individual players. This is a great step forward in the development of soccer within Waterloo and we are extremely happy to be the only Club in Canada to have a relationship

with Borussia Dortmund Youth Academy in Dortmund Germany. We will wear the BVB badge with pride!”

From Andy Nera, PUMA Manager Regional Sales, Canada, “PUMA Canada is excited to announce our new partnership with Waterloo Minor Soccer Club in association with BVB International Academy America. Bringing two international brands together to work in close partnership with Waterloo Minor Soccer Club is going to help elevate the club to the next level. The club and players will benefit from unprecedented access to resources from both PUMA and Borussia Dortmund. We can’t wait to get started.”

Peter Brody CEO of BVB International Academy America commented, “When the opportunity presented itself to grow the international academy into Canada it became obvious to us very quickly that the right people and the right club were located in Waterloo with the Waterloo United. It is extremely exciting to be a part of this partnership and we have the utmost confidence and belief in the team at Waterloo Minor Soccer Club.

On behalf of the leadership team of BVB International Academy America we wish to thank the Waterloo Minor Club Officials, especially Chris Frengos, President and each of the Board of Directors for their trust and support.

More information will be released in the coming weeks. Please visit www.bvbinternationalacademy-waterloo.com