



FOR IMMEDIATE RELEASE

WATERLOO UNITED LAUNCHES BOLD NEW CHAPTER AS A PROUDLY INDEPENDENT SOCCER CLUB

New chapter puts Canadian identity and player development at the centre

WATERLOO, ON | July 25, 2025 — Waterloo United is proud to announce the launch of a renewed club identity and vision, one that strengthens its role as a community-driven soccer organization and expands its commitment to Canadian player development. This next chapter includes refreshed branding and a sharpened focus on building accessible, high-performance pathways for athletes at all levels.

As part of this transition, Waterloo United will no longer be affiliated with Borussia Dortmund (BVB) International Academy, a strategic move that allows the Club to invest more directly in its own systems, programs, and people.

“This is a moment of growth and clarity for Waterloo United,” said Michael Bournon, President of the Board of Directors. “We’re proud of what we’ve achieved over our 55-year history, and we’re deeply grateful for the experiences the BVB affiliation provided. But now is the time to stand confidently in our own identity as a Canadian club that serves our local community and offers multiple pathways to success for every player.”

The renewed direction aligns with the momentum of Canadian soccer and ensures greater flexibility to support athletes through League1 Ontario, the Canadian Premier League (CPL), the National Women’s Soccer League (NWSL), U SPORTS, NCAA, and beyond.

“We’re not just returning to our roots, we’re stepping into something bigger,” said Ryan McCord, General Manager of Waterloo United. “This move gives us more control to invest where it matters most: more investment in our staff, stronger Canadian pathways like League1, CPL, and NSL, and a better overall experience for players. Our club has already

produced provincial and national-level athletes, professional signings, and university scholarships. Now, we can do even more.”

All teams, coaches, and programming will continue as planned. Updated uniforms and training gear reflecting the Club’s refreshed brand will be introduced over time, with minimal impact to families.

The Club’s history spans more than 50 years, and this new era represents a deeper commitment to local excellence, player choice, and national growth. With the 2026 FIFA World Cup on the horizon and Canadian soccer entering a period of unprecedented expansion, Waterloo United is proud to lead with clarity, purpose, and pride in its Canadian identity.

For more information, visit waterloounited.com.

- 30 -

ABOUT WATERLOO UNITED

Waterloo United is a leading community-based soccer organization serving the Waterloo Region. With a proud 50+ year history, the Club offers comprehensive programming for players of all ages and skill levels. Waterloo United is committed to fostering a positive, inclusive environment, supported by high-quality coaching, innovative training, and strong domestic and North American pathways. Focused. Driven. United.

Learn more at www.waterloounited.com.

Media contact:

Brittany Bortolon

brittanyb@durrellcomm.com

519-994-6863