

MIAMI-DADE PARKS, U.S. SOCCER FOUNDATION, AND TARGET UNVEIL NEW SOCCER 'DOUBLE-PITCH' AT SOUTH DADE PARK

January 28, 2019

U.S. Soccer Foundation

Homestead, FL – Miami-Dade Parks, the U.S. Soccer Foundation, and Target unveiled a new set of mini-pitches at South Dade Park in Homestead today. These mini-pitches mark the latest play spaces to be completed as a part of a Target and U.S. Soccer Foundation partnership to build 100 mini-pitches nationwide by 2020. To date, the two organizations have also created mini-pitches in Atlanta, Chicago, Houston, Orlando, and Tampa through the partnership.

These mini-pitches mark the latest developments in the Foundation's [*It's Everyone's Game*](#) movement, which aims to build 1,000 safe play spaces and reach one million participants annually in [*Soccer for Success*](#) programming by 2026. Target is a national partner in this effort.

“Target continues to demonstrate its commitment to growing the sport of soccer by increasing access to safe places to play in underserved communities,” said Ed Foster-Simeon, President & CEO of the U.S. Soccer Foundation. “It has been exciting to see the impact these pitches have had on local communities across the country, which is why we’re especially grateful to have had the opportunity to collaborate with Miami-Dade Parks on the mini-pitches at South Dade Park.”

“Target is proud to make soccer more accessible to kids in Miami-Dade County and in many other communities we serve through our partnership with the U.S. Soccer Foundation,” said William White, senior vice president, Marketing, Target. “What we love about *Safe Places to Play* is how the program brings families and communities together across cultures and all areas of the country. We’re honored to help build 100 new soccer play spaces by 2020 to create safe and accessible places to play and give more kids the opportunity to get involved in the game.”

“What a great way to help kick-off Parks 90th anniversary. Thank you to the U.S. Soccer Foundation and Target for making this possible,” Miami-Dade Parks Director, Maria I. Nardi, shared. “Soccer has exploded in our community, and we are so excited for the kids in this area who get to practice on these beautiful mini-pitches – you never know if the next Beckham will come from right here at South Dade Park!”

Lynne Kunins, President and CEO of FLIPANY, said, “Target is creating safe places to play with Miami-Dade Parks. FLIPANY is excited and has a longstanding partnership with Miami-Dade Parks, Target, and the U.S. Soccer Foundation. These mini pitches are an integral part of educating youth about health and wellness while introducing the wonderful sport of soccer to over 600 youth in

underserved South Florida areas. We look forward to increasing our reach by serving more youth in South Florida to reach the nationwide goal of one million children introduced to soccer by 2026.”

At the unveiling, Miami-Dade County District 8 Commissioner Daniella Levine Cava, Pilar Bonelli of Target, U.S. Soccer Foundation President & CEO, Ed Foster-Simeon, and FLIPANY President & CEO Lynne Kunins, delivered short remarks about the importance of these mini-pitches for the local community. FOX Sports broadcaster and U.S. Soccer Foundation ambassador, Fernando Fiore, served as the event emcee.

After the opening remarks, local youth and partners participated in an official ribbon cutting, followed by a “first kick” on one of the new pitches. Families and youth also took part in Target-run activities such as a challenge wheel, photo booth, and “soccer pool” as a part of the community event.

About FLIPANY

FLIPANY is a 501c3 non-profit organization founded in 2005 by Lynne Kunins, its current President and CEO. FLIPANY’s mission is to foster collaborative partnerships building healthy lives through nutrition education, physical activities, and wellness initiatives. FLIPANY’s life-changing programming addresses (1) direct access to healthy food through USDA afterschool and summer meal programs), (2) nutrition education through interactive cooking classes, healthy food demonstrations, grocery store tours, and (3) group-mentored physical activities such as biking, soccer, running, and group fitness. All FLIPANY programs help to reduce childhood obesity and the problems associated with poor nutrition: chronic illness, failure at school, problems with peers, and a negative outlook on life. For more information visit www.FLIPANY.org.

About Miami-Dade County

2019 marks the 90th anniversary of Miami-Dade Parks! Celebrate with us all year and follow us on Facebook, Instagram and Twitter or on our [website](#) for information on our year-long celebration and the latest news and updates from Miami-Dade Parks!

[Miami-Dade Parks](#) is the third largest county park system in the United States, consisting of 270 parks and 13,573 acres of land. It is one of the most unique park and recreation systems in the world and focused on Placemaking, Health and Fitness, and Conservation and Stewardship. The non-profit [Parks Foundation of Miami-Dade](#) supports Miami-Dade Parks’ efforts to further develop Miami-Dade County’s world-class parks system for residents and visitors.

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To request materials in accessible format, sign language interpreters and/or any accommodations to participate in any Miami-Dade Parks-sponsored program or meeting, contact Mary Palacios, 305-755-7848, Mary.Palacios@miamidade.gov, at least 7 days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service).

About the U.S. Soccer Foundation

The U.S. Soccer Foundation’s programs are the national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports. Its cost-effective, high-impact initiatives offer safe environments where kids and communities thrive. Headquartered in Washington, D.C., the U.S. Soccer Foundation is a 501(c)(3)

organization. For more information visit www.ussoccerfoundation.org or follow us on Twitter at [@ussoccerfndn](https://twitter.com/ussoccerfndn) and Facebook at www.facebook.com/ussoccerfoundation.