



CFN Media & Alberta Major Soccer League Collaboration

Calgary, AB (February 11, 2020) – CFN Media is proud to announce they will be providing live coverage and social support to the Alberta Major Soccer League (AMSL) through the 2020 season.

Partnership Liaison Simon Salazar says, “Our main goal is to provide much needed coverage to the AMSL and its clubs. We’ve consistently seen the quality of players on the rise in Alberta and this league is sometimes an overlooked part of the pathway. We want to see more Albertans further their careers, whether that be playing professionally or moving through the Collegiate systems and onward.”

“With the growth of the sport in Alberta & Canada it is of paramount importance that the AMSL be promoted to continue to create a competitive venue for high-performing players to access the highest level of amateur soccer in Alberta and Canada!”, Shaun Lowther stated. “The number of players that come through the system here in Alberta and move on to Professional and/or National Team opportunities is remarkable. The AMSL is a proven training ground for aspiring young players and we are thankful that CFN Media is willing to promote the “Beautiful Game” here in Alberta.

CFN Media has committed to provide the AMSL coverage of live matches, match highlights, player spotlights, and sponsorship support for the organization and all of the clubs within. Matches will be broadcasted via YouTube from Edmonton, Calgary & Lethbridge, Alberta all season long (May to August). The number of matches that will be streamed will be released closer to the kick off date this spring.

About the Canada Footy News Media

CFN Media is a content creation & marketing company that specializes in developing Live-streamed matches, sports photography & video, social media marketing & content creation. Over the past 5 year we have streamed multiple matches via YouTube, Livestream.com, MyCujoo with an average of 700+ viewers per match. Some of our most notable broadcasts have been the Semi-Final matches for the USL League Two and Semi-Final/Finals for the UWS Soccer League.

About the Alberta Major Soccer League

The **Alberta Major Soccer League (AMSL)** is the highest level of amateur soccer in Alberta. Founded in 1991, the AMSL consists of two divisions, the Men's Division of ten teams and the Women's Division of eight (the Women's Division was added in 1992). Every year since the league's founding, the champions of the league have gone on to compete for the Canadian National Challenge Cup (men) and the Jubilee Shield (women).

Follow along all year on [CFN Media](#) and [AMSL](#)'s respective pages.

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