



FOR IMMEDIATE RELEASE

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Soccer National Development Centre Coming to Alberta in 2024

Edmonton, AB, November 29, 2023: The Alberta Soccer Association announced today that approval has been received to operate a **Canada Soccer National Development Centre (NDC)** program in Calgary, Alberta. The Centre will be governed by the ASA and serve U15 to U18 female players across the province and provide direct contact and greater visibility to Canada Soccer for the selection to the youth National Teams. It joins programs currently running in Vancouver, Toronto, and Montreal.

“The Alberta NDC will provide greater opportunity to recognize Alberta talent”, explains ASA Executive Director, Lisa Grant. “What’s particularly exciting is how it will benefit our provincial female athletes and their families. No longer will players have to move out of the province to advance their soccer careers. This program also aligns with the ASA’s Strategic Plan main pillars to **Develop, Advance, and Build.**”

The program will consist of a full-time development program as well as a meaningful games program throughout the year. Female programming will benefit beyond players with the new Alberta NDC. The program will include initiatives to recruit, develop, and train female coaches as part of the **Canada Soccer She Can Coach** program as well as other provincial programming to support in the areas of female leadership and mentorship. It is a priority of ASA to increase female participation at all levels and programs in soccer and our new NDC will be a powerful tool to help us accomplish that. The NDC will be part of our Alberta pathway to the Canadian Professional Women’s League that the Project 8 team is expected to launch in 2025.

Further information regarding this groundbreaking program will be shared soon.

About Alberta Soccer

Since its creation, Alberta Soccer has grown to be the province’s largest individual sports association - with over 100,000 members. Our vision is to provide a welcoming soccer community inspiring and empowering all. Further information about us can be found at our website, www.albertasoccer.com.