

**LYNCHBURG UNITED SOCCER CLUB CHANGES NAME TO CENTRAL VIRGINIA UNITED**  
**Name Change Reflects Regional Scope and Significant Growth**

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In order to better reflect its regional scope and emphasis, the Lynchburg United Soccer Club has changed its name to the Central Virginia United Soccer Club. The announcement was made following a unanimous vote of the Club's Board of Directors and is effective immediately.

"Changing our name is a natural extension of the growth of the Club throughout the Central Virginia region," said Tom Prest, the Club's Commissioner, in making the announcement. "It reflects what is already happening in the club. We have players in our recreation and travel programs from Altavista, Amherst, Appomattox, Bedford, Big Island, Forest, Goode, Halifax, Rustburg, and of course Lynchburg. We are the largest soccer club in Central Virginia, we draw players and coaches from throughout the region, and we wanted our name to reflect it."

The Club has experienced significant growth in all facets of its programs in recent years, under the direction of Club Director Steve Senna. Since 2005, the number of travel teams (including both boys and girls teams) has increased from 10 to 19. Concurrently, the number of participants in the club's recreational program has grown to nearly 400 this spring. This fall will also mark the debut of the new Academy Program, designed to prepare top recreational players at the Under-9 & Under-10 age groups for the travel program that begins with the Under-12 age group. Recently the club hired its first full-time Technical Director, selecting former Liberty University standout Brentley Kellum for the important role. Both Senna and Kellum have been selected as coaches in the U.S. Olympic Development Program (ODP) for Virginia's Western District.

At the center of the Club's growth is the Lynchburg Regional Soccer Complex, which opened in 2003 on 96 acres of land on Route 501 in Campbell County. The first two high-quality game fields were built with the assistance from the City of Lynchburg, and fund raising efforts continue in order to expand the complex by up to eight additional fields.

"Our regional impact is certainly enhanced by the central location of our Complex," noted Prest. "Being just two miles off of US 460 on US 501 means that this top quality training and game facility is within a twenty-minute drive for the vast majority of youth soccer players in Central Virginia."

The Complex, as well as use of the new turf fields at E.C. Glass and Heritage High Schools, has enabled the club to create and grow two annual tournaments: The Wachovia Sixes traditionally held in March and The La Carreta Region 2000 Cup slated for November 7 & 8, 2009.

“The growth and success of these tournaments has been phenomenal,” said Prest. “Using standard dollar-impact multiplier formulas, we estimate the financial impact of our fall tournament was over \$900,000 for Central Virginia businesses.” The tournament attracted close to 1,000 players, representing a total of 62 teams including both boys and girls divisions, ranging in age from ten to eighteen and traveling from as far away as North Carolina and Delaware.

Several of the Club’s senior players from across Central Virginia were on hand for the announcement. Michael Bodine, a resident of Forest who has played for the club on recreational and travel teams since he was four years old, noted, “This fall was my final season with the Club (U-19) and it was one of the best. We had players from Amherst, E.C. Glass, Jefferson Forest, Brookville, LCA, Rustburg and Holy Cross. So now during the high school season [Michael is a captain for the Jefferson Forest team] it’s been so much fun to play against the guys who were my teammates. It has really brought home for me the fact that soccer is a sport that brings people together, that helps transcend regional divisions. I’m all for the name change: we really are a Central Virginia club.”

In conjunction with the announcement, the Club unveiled a new crest which will adorn its jerseys beginning with play this fall. The crest features the letters “C,” “V,” and “U” (Central Virginia United) while incorporating the soccer ball and “seven hills” design from its former logos.

The Club was founded in 1977 as the Hill City Soccer Club, and changed its name previously in 1993 to the Lynchburg United Soccer Club.

Randy Nelson, the club’s founder, endorsed the name change by saying, “In our 32 year history, our travel players have come from Roanoke, Lexington, Danville, Farmville and all points in between. It’s appropriate that our name finally reflects our regional composition.”