



Welcome!

Rush Union Update

As we begin another fall season, there is a tremendous sense of excitement across Rush Union. After a busy summer of camps, clinics, tournaments, and community events, it has been wonderful to welcome our players and families back to the fields. Every new season brings fresh opportunities, and we are looking forward to another year of developing players, strengthening our community, and continuing to grow the game across all of our locations.

Our summer programming was another tremendous success, with hundreds of players participating in camps, supplemental training, and adult programs throughout the break. Thank you to our coaching staff for creating an engaging environment that allowed players to continue their development while enjoying their summer. We are also grateful to the many families who chose to spend part of their summer with Rush Union.

One of the highlights of the summer was our continued involvement in community events surrounding the build-up to the 2026 FIFA World Cup. From participating in the Dunwoody Fourth of July Parade to community activations such as Goals on the Green and partnerships throughout the Metro Atlanta area, we continue to see how soccer has the ability to bring communities together. We are excited to build on this momentum throughout the coming year. We are honored to announce that Rush Union Soccer is launching the Play it Forward: Recreational Sponsorship Program. This new initiative will combat the “Pay to play” model so widely talked about post the World Cup that our country has in place. Families, sponsors and community members will have the opportunity to help make the game accessible to everyone via the new initiative. For more information, please visit the following link: [Play it Forward](#)

As our fall programs begin, we are thrilled to welcome another record number of recreational players to Rush Union. The continued growth of our recreational pathway reflects our commitment to creating positive first experiences in the game while providing opportunities for players of all ages and abilities. Alongside our recreational programs, our competitive teams have returned to training and are preparing for another exciting year of league competition and player development.

This fall also marks an exciting milestone as we continue preparing for our transition into the National Academy League (NAL) and the National One (N1) for the 2026–2027 season. Planning has been underway throughout the summer, and we are looking forward to providing even more opportunities for our players to compete and develop at the highest levels. For more information on our competitive program leagues or to tryout please visit our website: [Tryouts](#)

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Our additional training opportunities are once again available this fall, providing players with opportunities to gain extra touches, improve technically, and continue developing outside of team training. We encourage families to explore the wide variety of supplemental programs available throughout the season. Please check out our website for more information: [Rush Union](#)

Looking ahead, there is plenty to be excited about. Registration for our adult leagues continues to grow, community initiatives such as Get on the Bus and Just Ball continue expanding, and preparations are already underway for what will be our biggest Rush Union Fall Cup yet. We are excited for another season filled with competition, development, friendships, and unforgettable experiences. For information on our Fall Rush Cup please visit our tournament website: [Event Details - Rush Union Cup](#)

I was once again featured in the Milton Neighbor with an article about how Community Engagement is the Growth Strategy, which is very true at Rush Union Soccer. Please see the article featured below in this newsletter.

Thank you for continuing to make Rush Union such a special community. Your commitment, support, and passion for the game allow us to continue fulfilling our mission of serving, developing, and inspiring players both on and off the field. We look forward to another fantastic fall season together.

Thank you for being part of our Rush Union family. We look forward to seeing you on the field soon.

R|U Ready?



Neil McNab Jr.
CEO Rush Union



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Goals on the Green June 19th, was a fun event in partnership with the City of Milton!



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OFFICIAL PARTNER:

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MENTAL PERFORMANCE

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performance coaching sessions



JOIN TODAY: CHECK YOUR CLUB CALENDAR FOR DETAILS.

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REC PROGRAM FALL SEASON 2026



MILTON
LOCATION



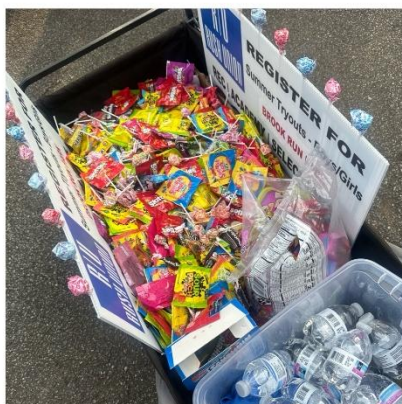


DUNWOODY
LOCATION

We are excited about our Recreational Programs for the Fall 2026 Season.

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We always have a great time at the Dunwoody July 4th Parade. Thank you to everyone who joined us to celebrate the summer!

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The confetti have settled, the final whistle has blown, and the United States has just experienced the biggest soccer moment in its history.

Over the past several weeks, we've witnessed something special. We haven't simply watched soccer matches; we've watched people from different countries, cultures, and backgrounds come together in celebration of a game that has an incredible ability to unite us. We've seen joy in the stands, friendships formed between strangers, and communities rally around something bigger than themselves.

For a moment, the World Cup reminded us of what sport can be at its very best.

It reminded us that when we show the best versions of ourselves when we open our communities, celebrate our differences, and create spaces where everyone belongs, we have the ability to inspire change and leave a lasting impact.

Now that the tournament has ended, the question for those of us in youth soccer becomes simple:

What do we do with that feeling?

Every World Cup leaves behind a wave of excitement and interest in the game. More children ask to play. More families become curious about soccer. Communities become more aware of the sport's potential. But history has shown us that interest alone does not create lasting growth.

The organizations that sustain growth are the ones that take the spirit of the World Cup—connection, belonging, and community, and turn it into something that lives on long after the final whistle.

For years, youth (and adult) soccer has spent a great deal of time talking about player pathways, league structures, competition formats, and growth strategies. Those conversations are important, but I would argue that one of the most overlooked growth strategies in our game is much simpler.

Community engagement.

Not community engagement as a marketing initiative or a once-a-year service project. Community engagement as a long-term commitment to serving the people and places that make our clubs possible.

At Rush Union, we've tried to approach growth from a different perspective. Rather than asking, "How do we get more families to come to us?" we've challenged ourselves to ask, "How do we become more valuable to the communities we serve?"

That mindset has led us into schools, parks, festivals, and local events that, at first glance, have very little to do with soccer.

We've partnered with schools to introduce children to the game who may never have had the opportunity to play. We've participated in community celebrations, local parades, and neighborhood events simply because we believe our responsibility



FALL PROGRAMS

- SCCL Competitive • Recreational • All Ages • NEW INDOOR TURF IN MILTON!
- Adult Leagues • College ID Opportunities • Local/Regional Tournament Play

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14 • OUR MILTON NEIGHBOR

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extends beyond the touchline. We've also partnered with initiatives like Get on The Bus, Just Ball, and Soccer for All because we believe soccer can be a vehicle for something much bigger than player development. These initiatives are about access, opportunity, and ensuring that every child regardless of their background or circumstance has the opportunity to experience the game.

None of those initiatives began with a player acquisition strategy. They began with a community strategy.

And the interesting thing about serving your community is that growth often follows.

Families want to belong to something bigger than a soccer program. They want to know that the organization investing in their child is also investing in their neighborhood, their schools, and their community. Trust is built when people consistently see an organization showing up, even when there isn't an immediate return on investment.

The clubs that are poised to benefit from this World Cup moment are not simply the clubs that launch the biggest marketing campaigns over the next few months. They are the clubs that have already spent years building trust and relationships within their communities.

As the excitement surrounding the World Cup begins to fade, I hope our game doesn't simply ask how many new players registered this fall. I hope we ask bigger questions.

- *How many new communities did we reach?*
- *How many barriers did we remove?*
- *How many new partnerships did we create?*
- *How many children experienced soccer for the very first time?*

Because if our answer to the World Cup is simply to capitalize on a temporary spike in interest, we will have missed a tremendous opportunity.

But if we use this moment to deepen our roots within our communities, create access for more children, and position our clubs as true community partners, then the legacy of this World Cup could extend far beyond a single summer.

The next decade of growth in American soccer will not be determined solely by what happened inside the stadiums this summer.

It will be determined by what happens in our schools, our parks, and our neighborhoods after the world has gone home.

Community engagement isn't something we do in addition to growing the game.

It may very well be the growth strategy itself.



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Please send any pictures, videos, and everything you captured during games and practices to help us promote better.

RCRUZ@RUSHUNIONSOCCKER.ORG

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Get all Spirit Wear now!

WWW.RUSHUNIONSTORE.COM

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Rush Union Night at Atlanta United will be on November 1, tickets are on sale now!

The poster features the Atlanta United FC logo (a gold 'A' in a red circle) and the Rush Union Soccer logo (a blue shield with 'RUSH UNION SOCCER' and 'R|U' on a soccer ball). A Newsweek 'FANS' CHOICE' badge is also present. The main text reads 'ATLANTA UNITED RUSH UNION NIGHT' in large, bold letters. Below this, it says 'EXCLUSIVE ON-FIELD EXPERIENCE FOR RUSH UNION PLAYERS!'. The match details are 'SUNDAY NOVEMBER 1, 7:00 PM | MERCEDES-BENZ STADIUM'. Ticket prices are listed as '\$41 100 LEVEL' and '\$34 200 LEVEL', with a note 'FEES & TAXES NOT INCLUDED'. A QR code is provided for ticket purchase, along with the link 'LINK: GOFEVO.COM/EVENT/RUSH26' and the promo code 'PROMO CODE: RUSH'. The discount window ends on 'OCTOBER 24'. The background shows a night view of the Mercedes-Benz Stadium.

ATLANTA UNITED FC

#1 Newsweek FANS' CHOICE

RUSH UNION SOCCER R|U

EST. 2020

ATLANTA UNITED

RUSH UNION NIGHT

EXCLUSIVE ON-FIELD EXPERIENCE FOR RUSH UNION PLAYERS!

ATLANTA UNITED FC VS TORONTO FC

SUNDAY NOVEMBER 1

7:00 PM | MERCEDES-BENZ STADIUM

DISCOUNTED TICKETS

\$41 100 LEVEL

\$34 200 LEVEL

FEES & TAXES NOT INCLUDED

BUY YOUR TICKETS NOW!

LINK: [GOFEVO.COM/EVENT/RUSH26](https://gofevo.com/event/rush26)

PROMO CODE: RUSH

DISCOUNT WINDOW ENDS: OCTOBER 24

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Want to help our Rush Union community continue to grow and thrive? Become a sponsor or share with your fellow community members and let's grow together!

Rush Union Sponsorship Opportunities



Rush Union provides opportunities to **ALL** players, strengthens **existing** teams, provides **exceptional** coaching, and a stable club in your neighborhood.

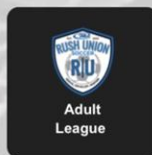
And in these times, staying close to home is so important. **We are better together.** And together we are Rush Union. **R|U in?**



Benefits of Sponsorship

- Connect with 4,000 families over 3 prime locations (Rec, Pre-Academy, Academy, Select, and Adult Teams)
- Get in front of 22,000 Rush Cup participants annually
- 4 Adult Leagues annually with 350 participants.
- Increased brand awareness
- Increased digital exposure
- Enhanced community pride
- Partner Community Network
- Opportunities to stay in front of families during Summer and Winter camps

Choose the level that fits your goals:



Contact for more information:
Kom Momeni (678) 787-3051
Neil McNab (404) 386-4131

Rush Union
PO Box 941518
Atlanta, GA 31141
<https://www.rushunionsoccer.org/>

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It is never too late to check our Rush Union Soccer, come see what we have to offer...

IT'S NOT TOO LATE TO JOIN!

WE STILL HAVE OPEN SPOTS ON OUR TEAMS,
AND WE'D LOVE TO HAVE YOU ONBOARD.

GET IN TOUCH TODAY, AND SECURE YOUR PLACE!

MILTON LOCATION
[JCASTELLANOS@RUSHUNIONSOCER.ORG](mailto:jcastellanos@rushunionsoccer.org)

DEKALB LOCATION
[JMAHER@RUSHUNIONSOCER.ORG](mailto:jmaher@rushunionsoccer.org)

LIMITED SPOTS AVAILABLE - DON'T WAIT!



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**WE ARE
HIRING**

COME BE A PART OF OUR TEAM!

**DUNWOODY
LOCATION**

JACK MAHER
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**MILTON
LOCATION**

CHRIS PANAYIOTOU
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