Welcome!
Rush Union Update

As we approach the end of another fall season, I want to start by thanking everyone who has contributed to making it a successful few months across Rush Union. From our players and families to our coaches, referees, administrators, and volunteers, there is a tremendous amount of work that goes into providing a positive soccer experience across all our locations. We've seen continued growth in our programs, plenty of great moments on and off the field, and most importantly, thousands of players enjoying the game. Thank you to everyone who has played a part in making that possible.

One of the highlights of the fall has been the opportunity to bring our communities together beyond the traditional practice and game environment. Our Fall Bash in Milton was extremely well attended, providing a great opportunity for players and families to spend time together and enjoy being part of Rush Union. Our Halloween costume practices were another huge success, with some fantastic creativity from players and coaches alike. These events may seem small in the bigger picture, but they are an important part of creating an environment where players feel connected to their teammates, coaches, and club.

Our Thunder program also enjoyed a fantastic fall season. The continued success of this program is something we're particularly proud of, and it's been wonderful to see the players enjoying their soccer and the positive environment created by everyone involved. Programs like Thunder are an important reminder that soccer can provide meaningful experiences for players of all abilities, and we're grateful to the coaches, volunteers, and families who continue to support its success.

We're also excited about our upcoming Rush Union Fall Cup, which continues to be one of the largest events on our calendar. Preparations have been underway for several months, and we're looking forward to welcoming teams and families from across the region. This year's event will also include recreational divisions for the first time, something we're particularly excited about as we continue to create opportunities for players at all levels to experience different aspects of the game. A tremendous amount of work goes into organizing an event of this size, and we appreciate everyone who helps make it possible. For information on our Fall Rush Cup please visit our tournament website: Event Details - Rush Union Cup

Another exciting piece of news is that Rush Union has been selected as a recipient of the Chobani Feed the Dream grant. This recognition is a wonderful opportunity for our organization and supports the work we are doing to make soccer more accessible and create meaningful experiences for young people in our communities. We're grateful to Chobani for recognizing the importance of grassroots sports and investing in organizations that are working to make a difference. We look forward to sharing more about how this support will benefit our programs and families.

I also recently had the opportunity to contribute an expert article focused on the growth of the women's game in Atlanta. It's a subject that is particularly important to me, both personally and professionally, and one that deserves continued attention. Georgia has a tremendous history of women who have helped build the game as players, coaches, referees, administrators, and leaders. With the continued growth of opportunities for girls and women, there is a real opportunity to build on that foundation and ensure the next generation has even greater access and support.

Continuing that theme, we also had Rush Union staff attend the HerLens Conference, providing an opportunity to learn, connect, and engage in conversations around the continued growth of women's sports. Investing in opportunities for our staff to learn from others and bring new perspectives back to our organization is an important part of our continued development. We're pleased to be part of these conversations and hope you'll take a few minutes to read the expert article featured in this newsletter.

Beyond Rush Union, there continues to be a great deal of discussion and work taking place around the future of soccer in the United States. I recently participated in meetings with U.S. Soccer and other member organizations focused on how we can better align our efforts, strengthen collaboration, and ultimately provide better support to the grassroots game. There are some significant conversations taking place about how soccer is organized and delivered across the country, and I believe there is a real opportunity to improve how we work together. While much of this work takes place behind the scenes, the goal should always remain the same: creating a better experience and more opportunities for the players, coaches, referees, and communities we serve.

As we begin to turn our attention toward the winter months, registration is now open for our winter programs. We have a variety of opportunities available across our locations, giving players the chance to continue developing, stay active, and enjoy additional soccer outside of the traditional season. We encourage families to explore the available programs and find something that works for their players. For more information please visit our website: Rush Union

We're also already looking ahead to the spring season. While there is still plenty of work to complete this fall, planning is underway across our recreational, Academy, and competitive programs. Each season provides an opportunity to evaluate what we're doing well, identify areas where we can improve, and continue building on the experiences we provide for our players and families.

As we close out the fall, I want to again thank everyone for their continued support of Rush Union. Our success is not simply measured by results on the field, but by the experiences we create, the relationships we build, and the opportunities we provide for young people to be part of the game. We're grateful for the community that continues to grow around Rush Union and look forward to finishing the fall strong and building toward another great spring season.

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Our Play it Forward program is also continuing to gain momentum. The initiative was created to help provide greater access to recreational soccer and create opportunities for more children to participate in the game. We are excited about the early impact of the program and the potential it has to reach even more families in our communities. For more information on our Play it Forward Campaign please visit this link: https://www.rushunionsoccer.org/donate

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.
Executive Director, Rush Union Soccer



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A great honor to be a recipient of the Feed the Dream grant with US Soccer and Chobani!

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HerLens Conference was very informative and a great opportunity to learn!













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SPORTS

EXPERT CONTRIBUTOR

THE NEXT CHAPTER OF SOCCER IN ATLANTA BELONGS TO WOMEN AND GIRLS



BY NEIL MCNAB, RUSH UNION SOCCER



There are moments when you can feel a change happening before you can fully explain it. For me, women's soccer in Atlanta feels like one of those moments.

I've watched soccer in Georgia grow for many years, but I've also experienced that growth personally. My sister-in-law grew up playing soccer in Georgia, and today my 13-year-old daughter is playing the game herself. The opportunities, visibility and expectations between their generations are remarkably different. Perhaps most importantly, so is the belief in what is possible.

But women's soccer in Georgia didn't suddenly appear. Generations of women helped build the foundation we enjoy today. Leaders like Marilyn Childress, Barbara Jones, Karon Beyer, Susan Colon and Laura Halpenny, alongside countless players, coaches, referees, administrators and volunteers, helped create opportunities long before women's soccer received the attention it does today.

We are fortunate to be standing on their shoulders.

At Rush Union, we're proud to contribute to that growth, but we're certainly not alone. Our responsibility is to create environments where girls can develop, build confidence and see a future for themselves in soccer. Importantly, that future must extend beyond playing. We need more women coaching, refereeing, leading organizations and making decisions that shape our game.

Atlanta is entering an exciting chapter. Atlanta United demonstrated what professional soccer could become in this city, and Atlanta City FC's arrival in the NWSL in 2028 represents another significant opportunity. Alongside the Arthur M. Blank U.S. Soccer National



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Training Center and the incredible support shown for the U.S. Women's National Team, Atlanta has the infrastructure, passion and momentum to become a national leader in women's soccer.

For my daughter, having professional female players competing in her own city changes what she can imagine for herself. She can watch them, follow their careers and see women succeeding throughout the sport. That visibility matters.

The opportunity now is to connect everything. Professional clubs, U.S. Soccer, Georgia Soccer, youth organizations, schools and community partners all have a role in building pathways that allow women and girls to participate and remain involved throughout their lives.

At Rush Union, we recognize that we're not creating this movement. We're part of it, building on the work of those who came before us and hopefully leaving something better for those who follow.

That's what it means to Play it Forward.

My sister-in-law benefited from previous generations, my daughter benefits from hers, and hopefully my daughter's generation will create even greater opportunities for those who follow.

Ultimately, growth isn't simply measured by participation numbers, bigger crowds or professional contracts. It's measured by how many women and girls can find their place in the game and have the support to stay involved.

The next chapter of soccer in Atlanta shouldn't just be about women having a seat at the table. It should be about ensuring they help decide what that table looks like.

Somewhere in Georgia today, a young girl is playing soccer. Whether she becomes a professional player, coach, referee, administrator or simply a lifelong supporter, I want her to believe there is a place for her.





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Our Thunder Program had another successful fall season, we are already excited about the next one!



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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:

RUSH UNION SOCCER R|U

RUSH CUP

Adult League

Winter and Summer Programs

Contact for more information:

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Our Fall Bash held in Milton was a huge success!

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