



## LASSO Unveils New Brand Identity, Marking Major Growth Opportunity for Local Youth Soccer

**Lowell, MI — May 11, 2026 — LASSO**, a leading youth soccer organization serving the greater Lowell area, proudly announces the launch of its **new brand identity**, signaling an exciting new chapter in the club’s commitment to player development, community pride, and a lifelong love of the game.

The refreshed brand introduces a **new name, updated logo, and modern visual identity** that reflect the club’s core values: **affordable excellence, integrity, club sustainability, and passion for soccer**. While the look is new, the mission remains unchanged — providing an affordable, positive, comprehensive, and competitive environment where young athletes can grow both on and off the field.

The club’s new name, **Grand River FC**, reflects its growing regional footprint and deep connection to its home park. **“Defend the Grand”** serves as a rallying cry that unites players, coaches, families, and community supporters while honoring the powerful legacy established by LASSO Soccer.

*“This rebrand represents who we are today and where we are going. Our club continues to experience sustainable growth, and it’s important that our identity keeps pace with our vision. This new brand better reflects our players, our families, and the pride we feel representing an expanding community. Our players and coaches exemplify this club every time they step on the field. This new look gives them something they can wear with confidence and pride while continuing to honor the traditions that brought us here.”*

The updated identity will be rolled out across **team uniforms, training apparel, fields, signage, digital platforms, and all club communications** throughout the **2026–2027 season**.

For more information about **Grand River FC**, the new brand launch, or upcoming registration opportunities, stay tuned for additional videos and follow the club on **Facebook and on our new Instagram**.