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SOCA x Capelli Sport

Capelli Sport Becomes Official Uniform, Apparel and Equipment provider for the Soccer Organization of the Charlottesville Area (SOCA).

Today Capelli Sport announced a multi-year partnership with the Virginia Soccer Alliance and will become the exclusive uniform and apparel provider for SOCA based in Charlottesville, VA.

SOCA was founded in 1982 and has been a part of the Virginia Soccer Alliance since 2021. The central Virginia club is a full service organization with year-round programming boasting over 5000 total players, age 4 through adult. SOCA's mission is to develop and grow the game in the greater Charlottesville community. It promotes the values of player development, enjoyment and citizenship.

SOCA's top travel teams compete in the Virginia Premier Soccer League, a sanctioned ECNL Regional League. Other travel teams compete in the Skyline Club Soccer League in western VA. The club recently opened a \$5.5 million field house to house its offices, supporting spaces, and an indoor turf field featuring four futsal courts.

The Virginia Soccer Alliance is a collaboration of multiple soccer entities in the Western VA region with a shared purpose and philosophy. Member clubs include SOCA, Augusta United and the Skyline Elite Soccer Club. Together, Alliance members put on programming including tournaments, travel leagues and teams, recreational programs, camps, clinics and personal training. The Virginia Soccer Alliance was formalized in 2021 with the goal of unifying player development platforms in western VA.

Executive Director of the Virginia Soccer Alliance, Matt Wilson said:

“Our staff is excited about this long-term partnership with Capelli Sport. The Virginia Soccer Alliance continues to grow with clubs in different leagues including the ECNL Boys, Girls Academy League, ECNL Regional League and our own local Skyline Club Soccer League. With membership growing annually we are excited to have a uniform and equipment partner we can grow with.”

Wilson added, “With different clubs and distinct brands a part of the Alliance, it is important for us to have a uniform supplier that can provide each club with a unique look all their own. The custom designed uniform options that Capelli Sport is able to provide our clubs is incredibly impressive and much appreciated. I have been impressed with the professionalism and communication the Capelli Sport team has demonstrated through the bidding process, which makes partnering with them very easy.

"Capelli Sport will be more than a uniform kit provider. The player pathways and opportunities made available to our clubs through their network and partnerships overseas will provide additional benefits. We look forward to a long and fruitful partnership with Capelli Sport." Wilson continued.

President and CEO of Capelli Sport, George Altirs said:

"For generations, SOCA has been helping young talent in Charlottesville develop as players and as people. Capelli Sport is proud to partner with them for future seasons, and we look forward to watching their 5000-plus players train and compete in our apparel."

About Capelli Sport

Based out of New York City, Capelli Sport was founded in 2011 with the mission to provide quality, functionality and design for high-level performance on the field. Capelli Sport now operates around the globe, distributing world-class training gear, apparel and equipment and partnering with elite soccer clubs and organizations. Learn more at capellisport.com and find Capelli Sport on Twitter (@capellisport) and Instagram (CapelliSport), or visit the Capelli Sport Facebook page.