



## Celebrating 25 years of Success

Incorporated in 1984, the Pickering Soccer Club is a progressive, volunteer directed and driven organization that delivers high-quality programs to its member. Through our programs and services we provide opportunities for personal and team achievements. "Leaders in Soccer Excellence", the Pickering Soccer Club is celebrating a 25<sup>th</sup> year milestone in 2009. Thanks to the feedback received from our coaches, players and parents, the Pickering Soccer Club Board of Directors are marking this milestone by redesigning the Club's logo with a new look, feel and competitive edge.

Throughout the upcoming 2009 Outdoor season, you will see the new logo not only on the team's uniforms but also on the upcoming newly designed Club website and on the brand new Artificial Soccer Pitch down at Kinsmen Park.

For the Club, the redesign and updated Pickering Soccer Club logo is just one step towards increasing the Club's brand recognition within the soccer community while representing and connecting with all the different levels of play.

In addition to the new logo, competitive teams will be re-established with the Club's historical nickname of **POWER**. The goal is to create a better Club identity by stepping away from individual team names and moving towards a more unified, consistent, competitive front while preserving the Club's rich and successful history within the soccer community.

Understanding that this transition might be difficult for some, the Club is asking those 12 teams currently carrying the nickname POWER to continue doing so. In addition, we ask that all of our newer, younger teams (U8 – U10) and our senior teams 1992 and older embrace the nickname POWER for the 2009 Outdoor season. All of our other teams are also asked to switch to POWER, but will be allowed to grandfather their current names until the 2010 Outdoor season. Starting with the 2010 outdoor season, all of our competitive teams will be named the Pickering Power.

As for the identification, the U8 & U9 teams will be recognized as the Pickering Power U8Boys Green or Pickering Power U8Boys Gold, and for the U10 and up will be Elite (A team) and Competitive (B team).

With the support of our coaches, staff and membership, the Board of Directors have worked hard over the past couples of years to develop a better Club branding strategy and have been diligent to reach consensus on these steps. Our long term goal for these changes is to increase community recognition, spirit, branding opportunities and sponsorship. We ask that teams, parents and coaches help celebrate both this milestone and our Club's success by proudly embracing this directive.