

## ISSAQUAH SOCCER CLUB PARTNERS WITH NEW MARKETING AND MEDIA RELATIONS CONSULTANT



**Issaquah, WA (December 20, 2011)** - Issaquah Soccer Club, as part of the Women's Premier Soccer League Expansion, has partnered with Kim Tate for Public Relations and Marketing.

Tate is currently working with big names in soccer such as Warren Barton of Fox Soccer, part owner and head coach of the San Diego Flash Pro Soccer club of the National Premier Soccer League. (NPSL) Under the marketing umbrella of the SD Flash, she writes and co-produces a new online concept for a show that covers all things soccer in San Diego. She also consults in marketing, promotions and new media for OSA Soccer Group, an Italian based consulting agency, academy, and distributor partnered with ACF Fiorentina of Serie A, and the official US Distributor of the Italian soccer apparel brand Givova, worn by US Men's National Team Midfielder Michael Bradley and his Serie A team Chievo Verona, among others. Tate has also worked to promote a recent soccer documentary in the United States and in Europe called 'Rise and Shine: the Jay DeMerit Story,' about former English Premier League, US Men's National Team defender, and current Vancouver Whitecaps Captain Jay DeMerit. The film has received nationwide reviews by ESPN, Fox Soccer, the New York Times, and Sports Illustrated among others, and will break out into the international market in 2012.

She lives in Seattle and grew up in the Pacific Northwest playing until college, when the reality of working full time and going to school sunk in. She studied Exercise Physiology at Western Washington University, and moved to Seattle shortly after, working in real estate marketing for developers of large-scale high rises in the downtown core of Seattle. From there she went on to work for the San Diego Sports Commission in California, where she worked with a team to bring sporting events into the city to sell San Diego as a premier destination for sporting events and drive economic growth through such events. It was then that she realized she wanted to provide that same level of service for soccer, and started her own business.

A passionate football player and enthusiast, Tate has dedicated the vision of her business to promoting unity through the Beautiful Game. "I continue to remain 100 percent focused on growing the sport in America, and enhancing businesses through that passion," Tate says. "And I hope it's contagious enough to unite people in a way that encourages a newfound appreciation for the beautiful game among those who currently don't know much about it. She goes on to say "Working with Leigh, Bret, and ISC adds an element of well-roundedness to my business with the many facets of their club. They're both tremendous leaders and have big plans for their youth club and Women's Soccer, which is huge."

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