

SPORTS SHORTS

Soccer Families Can Score Big Prizes

(NAPSA)—There are now more than 500 million young boys and girls playing soccer around the globe—a big reason why the sport is often referred to as the “world’s game.” Here in the U.S., the soccer phenomenon has hit both urban cities and sprawling suburbs, making it a popular activity wherever there’s an open field.

But what is it that drives interest to the point where “Soccer Mom” is now a common description for the woman that supports her family’s participation in this sport? Is it the speed and athleticism it takes to be a successful player? Is it the strength and coordination needed to kick a ball into the goal from 30 yards away?

“The popularity of soccer is directly tied to the families that support it,” said Joy Fawcett, who will lead the U.S. teams into the World Cup this fall and 2004 Summer Olympics in Greece. “The dedication, sportsmanship and teamwork that soccer demands are lessons that can be carried over into everyday life. I think families realize that and embrace it—and their kids get some great exercise, fresh air and build friendships as well.”

To help bring some recognition to the people behind the growth of soccer in the U.S., Fawcett has teamed up with appliance-maker Whirlpool and Tide to find the Soccer Family of the Year. This award will go to the family with a winning essay that describes the extraordinary enthusiasm, dedication, fair play and sportsmanship it takes to support youth soccer in their community.

“The balancing act that so many families pull off in order to take part in the constantly growing sport of soccer is an accomplishment in itself,” said John Alexan-



A new contest is scoring big points with families that love playing soccer.

der, vice president of Whirlpool brand. “We hear stories during our lifestyle research all the time about the commitment families have made to this sport—and it is something we are proud to be a part of. The search for Soccer Family of the Year will help Whirlpool and Tide bring some recognition to these amazing people.”

To enter the contest, families should send an essay of 150 words or less, along with a completely filled out entry form and family photo to: Tide presents Whirlpool Home Appliances Soccer Family of the Year; c/o Draft Worldwide; 640 North LaSalle Street/Suite #350 Chicago, Illinois 60610. At least two members of the family must participate in soccer to be eligible, either playing, coaching or administration. More information can be found at whirlpool.com or tide.com. Entries must be received by August 15, 2003.

The winning family will receive a \$20,000 scholarship paid into a Upromise account, as well as a complete suite of the latest Whirlpool appliances, a year’s supply of Liquid Tide HE and a trip for the entire family to the Major League Soccer finals in Los Angeles.