

To Presidio Soccer League and Clubs

We can get our kids back on the fields soon if we all work together!

I'm sure you've all seen the recent [WhitePaper study](#) from several of the clubs in Presidio released last week. It turns out this is the first primary study on youth sports during COVID and it has generated a lot of interest from the media, politicians and youth sports organizations around the country. [The San Diego Union Tribune](#) ran the article on Saturday, the [LA Times](#) picked it up on Sunday and this week the study will be presented on several radio and tv programs. Further, the [ECNL released its own compelling data](#) on the harmful impact of kids not playing youth sports and that study is also gaining national attention. We have an opportunity to capture this momentum, expand this study throughout California, and provide youth specific data to the Governor and decision makers throughout the State.

We're asking the entire youth soccer community of Southern California to rally together to get our kids back on the fields. In order to elevate the message, a [Kids 1st Campaign](#) has been created. The goal of Kids 1st Campaign is to prioritize the mental and physical health of our kids as we battle through COVID. Kids 1st Campaign will focus on collecting more data on the safety of outdoor sports, driving awareness of the facts and creating multiple pilot programs throughout California to generate a road map for the safe return to the sports we love. Though Surf Cup Sports has initiated this campaign; it is a non-club branded important initiative and we need all to support and do our part.

We need 3 items from each club to make this a success:

1. **Send us your current player training data so we can expand our study from 7,000 participants to over 50,000 participants. We need 6 simple pieces of data from each club:**
 - # of active players at current training sessions
 - # of active coaches at current training sessions
 - Weeks of training sessions since your post COVID return
 - # of training sessions per week (average)
 - # of positive COVID cases (coach and player) since your post COVID return
 - # of reported COVID cases where the transmission was known to come from outside of soccer sessions
 - Please send this data and your Club's name to brian@surfcupsports.com and to Bob Turner at executivedirector@presidiosoccer.com

2. **Sign the Kids 1st Petition**- Email your club database (email template& image are attached) to urge them to sign on to the Kids 1st Campaign official petition. The goal is 300,000 signatures by the end of August. **Surf Cup Sports will contribute \$1 for every official petition supporter up to 10,000. All funds will be used to enhance research on youth soccer safety during COVID. We need every family in your club to support this.**
3. **Post on Social about the Kids 1st Campaign**, to share visit <https://www.kids1stcampaign.com/share>

After months of stagnation, we finally have momentum and City, County and State leaders are starting to listen. We are all connected to this cause and we have a strong case. Let's unite and give our kids a voice!

Presidio Soccer League

