



RENOWNED GERMAN SOCCER TEAM "FC SCHALKE 04" BRINGS PARTNERSHIP WITH KICK IT 3v3 TO NEXT LEVEL WITH YOUTH SOCCER CLINICS TO IDENTIFY LOCAL TALENT IN ATLANTA

-- Schalke Will Also Award Free Trip to Germany to Kick It team --

GELSENKIRCHEN, GERMANY (Nov. 27, 2018) – Legendary German soccer team FC Schalke 04 has announced that it will bring their partnership with Kick It 3v3, the largest grassroots soccer tournament tour in the US, to the next level with a series of events in Atlanta over the Dec. 15-16 weekend including youth soccer clinics, mascot tours and contests.

Schalke is one of the most popular teams in Europe with a passionate fan base that spans the world. Schalke's famous "Knappenschmiede" youth academy has produced a flowing stream of world-class players throughout Europe, including American star Weston McKennie who plays for Schalke and the US National Team. Schalke coaches will travel to Atlanta to oversee two youth soccer clinics during the Kick It 3v3 competition on Dec. 15-16.

The Schalke clinics will run on Saturday, Dec. 15 from 12:40pm-1:40pm ET, and on Sunday, Dec. 16 from 11:10am-12:10pm ET at LakePoint Sports Complex in Emerson. Both clinics will take place during breaks in the Kick It 3v3 tournament taking place at the field over the weekend. Registration is open now at www.3v3soccer.com.

"With one of Schalke's main focuses being youth development, this upcoming Kick It 3v3 tournament in Atlanta is our first foray into scouting new and promising talent at this level in America," said Alexander Jobst, Member of the Managing Board for FC Schalke 04. "We're excited about taking this step with Kick It to bring the power and tradition of Schalke to Atlanta."

"Our global partnership with FC Schalke 04 continues to drive unique, innovative experiences for soccer players and communities across the country," said Matt Novogratz, CEO of Kick It. "With a strong tradition for producing great young talent, we are thrilled to unite the soccer players of Atlanta with the world-renowned coaches of Schalke for a 3v3 showcase at LakePoint."

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“I remember those fun weekends playing in Kick It tournaments as a kid in Dallas,” said Weston McKennie, Schalke midfielder and US Men’s National Team star. “Small sided games are such a cool way to develop skills and have a blast with your friends. I’m excited that Schalke will be a big part of Kick It in America.”

One lucky Kick It youth team will win a VIP trip to Gelsenkirchen, Germany, for a behind-the-scenes tour and tickets to watch a Schalke home match at the famous VELTINS-Arena. The Schalke coaches will look to identify a winning Kick It 3v3 team that best represents the values of Schalke such as: Confidence, helpful, supportive, strong character, focused, fair, honest and passionate.

All participants in the Kick It tournament will receive a free Schalke-themed jersey. In addition, Umbro is creating a special “Boot Room” where players can sample the latest styles in cutting-edge soccer footwear. Schalke’s loveable mascot, Erwin, will also be at the LakePoint Sports Complex for photo opps throughout weekend. He will also be seen around Atlanta over the weekend visiting iconic locations and scouting out the other local professional mascots.

Follow Schalke at: @s04_us on Twitter, @s04 on Instagram, @S04.us on Facebook.

Follow Kick It at: @kickit3v3 on Facebook, @kickit3v3soccer on Twitter.

For more information Kick It and to view the 2018 schedule, please visit www.3v3soccer.com.

FC Schalke 04

Schalke is one of the most popular teams in Europe with a passionate fan base that spans the world. Based in the Ruhr area, about 25 miles from Dusseldorf, the club’s nickname “Die Knappen” stems from the old German word for miners because in the early days many players were from the coalmines of Gelsenkirchen. Now the club has more than 156,000 members, making it the fourth largest sports club in the world in terms of membership. FC Schalke also regularly plays in top international soccer competition including the UEFA Champions League and Europa League. Schalke recently secured a spot in the prestigious Champions League by clinching second place in the Bundesliga.

Kick It 3v3

Kick It is celebrating nearly 30 years as the first and largest national grassroots soccer tournament tour in the US. The original Disney World Championship qualifier, Kick It has provided over five million kids and families with a fun, safe, healthy sports experience. Kick It is part of Grand Sports Management (GSM), a global sports and entertainment agency specializing in the production of active and healthy sporting events that bring families together in a truly memorable experience.