

For Immediate Release | Date 10-19-21

ASA introduces Grassroots Manager

Alexandria Soccer Association (ASA) welcomes Will Sutton as the Grassroots Manager. This new role is an important investment in further reducing barriers to program participation and improving the quality of 'grow the game' initiatives and grassroots programs like Recreational Soccer, Rec Futsal, and Access4All After School Leagues, which support 500 kids annually at title 1 schools. Will's efforts will primarily be focused on supporting our youngest and most introductory experiences for players in PreK to 6th grade. He will work to better support our volunteer coaches, build relationships with community leaders and expand capacity in afterschool programs year round.

The Recreational League is ASA's largest program engaging several thousand youth and adults in the Alexandria community and beyond each year. This program often serves as a child's first experience with organized soccer and ASA is committed to providing a gold standard experience that helps foster a love for the game, as well as keeps kids active and healthy.

Will joins a team of ASA staff members—Cindy Lopez, Johnatan Nuñez and Jim Hogan—who collectively support every facet of the fall and spring Recreational Soccer League. As Alexandria continues to adapt to the challenges of the COVID-19 pandemic and kids return to in-person school it's more important than ever to ensure kids have access to active and safe opportunities for play. ASA works continuously to expand outreach efforts and free programming and are thrilled to add Will to their passionate and energetic team.

Jim Hogan, Deputy Director of Tournaments & Programs, said, "I am thrilled for our club and community to add someone of Will's caliber to our ASA team. He is full of positive energy and has a natural passion for opening doors to participation for players of all ages and abilities. He has already hit the ground running in his first few days and I am excited for what lies ahead. Please join me in welcoming Will to the ASA community!"

Prior to working at ASA Will worked at DC Scores where he oversaw 70+ school sites and the after school soccer and poetry programming. He also managed their seasonal celebration for over 2,000 kids, families and coaches. His expertise in soccer and youth programs is what brought him to the ASA team as the Grassroots Manager.

Will Sutton said, "I am beyond excited to join the amazing team at Alexandria Soccer Association! In my first few days with ASA, I got a great look and understanding at what it takes to be a part of this great organization. It is a privilege to be a part of a team that cares so much about the community and the kids we serve. I am looking forward to continuing the great work of ASA and continuing to make a positive impact within the community!"

If you would like to get involved in the Rec League or volunteer with this program now or in the future please contact Jim Hogan and jhogan@alexandria-soccer.org.

About ASA

Alexandria Soccer Association is a 501(c)(3) non-profit organization that offers soccer programs for children ages two through adults. Programs include Recreation, Academy, Junior Academy, Tots, Futsal and more. For further information please visit our website: alexandria-soccer.org.

703-684-5425 | www.alexandria-soccer.org | 1108 Jefferson Street, Alexandria, VA 22314
[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#)