



*****PRESS RELEASE*****

For Immediate Release

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TARGET awards PLAY SOCCER Nonprofit International \$1,000 Grant to support Trenton, New Jersey program

Trenton, NJ: Target has awarded PLAY SOCCER Nonprofit International a \$1000 grant as part of TARGET's national \$8 million local soccer grant program. The grant will help PLAY SOCCER Nonprofit International (PSNI) provide professional development for its program coaches in its Trenton program and also provides for the purchase of field equipment and gear.

PSNI provides free programs afterschool in Trenton elementary and middle schools and Trenton community centers plus summer soccer programs in Trenton parks in collaboration with the Division of Recreation. The PSNI program also works with the Transforming Communities Initiative, a Trinity Health grant which aims to improve health and wellbeing in the community through the Trenton Health Team and St Francis Medical Center program activities.

Judy McPherson, Executive director of PLAY SOCCER Nonprofit International, said " This TARGET award is an important boost for the Trenton program. It will help strengthen the coaching skills, interaction and impact of PSNI coaches as they work with the children and youth in our soccer programs. We want to provide opportunities for more children and youth to enjoy the sport of soccer, engage in healthy exercise and learn skills that support their development on and off the field. We hope to engage our local TARGET store to help build recreational soccer in Trenton!"

As noted by Rick Gomez, the chief marketing officer of Target,
"We're seeing the sport continue to grow in the communities where we do business. It connects players, fans, families across cultures in urban, suburban and rural communities, plus it's a great way to stay physically active."

Target's commitment to soccer brings the game to more kids and families across the country, and increases involvement at all levels, from local youth leagues to professional teams. “

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