



## INTENT TO MERGE - STRONGER TOGETHER

**To our valued players, parents, and members,**

We are pleased to advise we are working with the intention to merge and amalgamate **Kelowna United Football Club (KUFC)** and **Okanagan Mission Youth Soccer Club (OMYSA)**, as one club. This strategic union brings youth players, coaches, staff, volunteers, and parents under one 'super' club.

### **Why Merge?**

Both clubs have always shared a common vision... Enable young players to develop skill, create memories and learn soccer in a positive team environment along with great emphasis on coaching education. Our new best in class club will build a continuous player pathway to better achieve this.

Kelowna is one of the Okanagan's largest soccer producing cities, yet it is one of the few regions that does not have a fully integrated club to develop and nurture players through their soccer-playing path at different technical levels. We have a multi-tiered system operating in different organizations.

By merging the two clubs into one, it will create a comprehensive technical and operating infrastructure to yield a superior experience for the players whether they choose grassroots soccer or high-performance level of play.

Both clubs are excited to proceed with this merger in the knowledge that they will be '**stronger together**' providing a comprehensive full-service programming to all youth soccer players in the Central Okanagan, year round in the club owned facilities.

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### **New Club Look?**

Both clubs are working together to revamp the branding and marketing which will be rolled out in the coming months. Both boards have agreed to retain the name Kelowna United Football Club as the name represents the city and surrounding area. Kelowna United FC will embrace a positive culture and facilitate a movement to improve the youth sports culture in Canada to one that encourages high-quality coaches and environments that support positive youth development.

### **Will take effect Fall 2023**

The formal merger is planned for later in 2023. So, now, OMYSA and KU's Spring & Summer seasons will proceed as normal. We encourage all players to sign up for upcoming leagues and programs the same as last year.