



Canadian Soccer Association commissions independent study on Division II League viability

OTTAWA, October 4, 2011 – The Canadian Soccer Association announced today that it has commissioned Rethink Management Group to independently study the viability of a division two league in Canada. Former Canadian youth and senior international Mr. James Easton will head-up the project.

The study group will look at various world leagues to assess their strengths and weaknesses, evaluate administrative and legal best practices and examine previous Canadian professional soccer leagues to learn from their failures. At the conclusion of the study, the group will submit a report to the Association containing frameworks and models that emerged as most appropriate to be implemented in the Canadian structure. The project is expected to run through spring of 2012.

“The Canadian Soccer Association is pleased to engage a study on the prospects of a Division II Professional League in Canada,” said Peter Montopoli, General Secretary of the Canadian Soccer Association. “The Association strives to provide a strong development environment for our athletes, as well as support the professionalization of the sport. This study will allow us to evaluate the best options going forward and take appropriate next steps.”

Rethink Management Group is a boutique, football-centric, sports and culture consultancy based in San Francisco, California. Their clients include professional football clubs, leagues, national federations and investment groups from across the Americas and the United Kingdom.

– 30 –

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