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## LA Premier FC and Hollywood FC Create LAPFC Hollywood

*Creating the Optimal Environment for Players of all Ages.*

**LOS ANGELES (May 5, 2018)** - Hollywood FC and LA Premier FC are thrilled to announce the creation of LA Premier Hollywood, a technical partnership aimed at increasing player pathways, providing technical direction for players and coaches, and improving the cohesion of the youth soccer landscape in Los Angeles.

What's new for HFC players and families:

- Beginning Summer 2018, all HFC teams will play as LA Premier Hollywood
- Players to integrate into critical development pathways, including US Development Academy, Development Player League and Boys ECNL programs
- Coaches to receive technical direction and support from LA Premier's exceptional DOC staff
- Players to have access to College Fit Finder, a platform for college process and mentorship

What stays the same for HFC players and families:

- HFC to continue using current training and game fields
- Uniforms remain the same for the 2018-2019 season
- Club and CalSouth registration through Hollywood FC
- All club communication will come from HFC staff

LA Premier Hollywood will provide increased access to fields, technical development and administrative support to both HFC and LAPFC families.

***"This partnership provides our players with critical avenues for development, including access to the DA pathway and college resources while maintaining the relationships they've built with teammates and coaches. We couldn't be more excited to combine HFC's community values with the technical excellence and integrity of LA Premier."*** - Nicole Moreno - Executive Director Hollywood FC

***"Through our conversations, I have been impressed with the leadership of Hollywood FC and their desire to afford opportunities to all players in their program regardless of economic status, truly using the sport to bring joy to hundreds of players. The philosophy of the Board of Directors and Technical Staff align with our core values and vision for our future. We are enthusiastic to aid the development of each player through the creation of LA Premier Hollywood."*** - Barry Ritson - Executive Director of LA Premier FC.

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