

Cal South and TeamRunner Forge Strategic Partnership to Improve Soccer Travel

Youth Soccer Travel For Cal South Soccer Families Just Got Better With Today's New Strategic Partnership Announcement

PRLog - Dec. 18, 2014 - **FULLERTON, Calif.** -- FULLERTON, CA - Thursday, December 18, 2014 - **Cal South** (www.CalSouth.com) today announced a strategic partnership with **TeamRunner** (www.TeamRunner.com), a leader in sports travel. This partnership will provide added value to Cal South's more than 204,000 members by providing one-stop-shop travel.

The landmark partnership will redefine the way youth soccer travel is arranged by streamlining the process and reducing costs whenever possible. A member of US Youth Soccer, Cal South is a true leader in the American soccer world and provides real value for its coaches, players, referees and soccer families.

"We are excited about today's announcement to partner with TeamRunner as we focus our combined energies to broaden Cal South's range of services," said **Johnnie Garza**, who will become the Chief Operating Officer for Cal South on January 1st. "This is another step in our journey to build on our foundation of strong partnerships and enhance our programs and portfolio of services to our members. This relationship will help us fully deliver improved travel services in support of our key programs, now and into the future."



"TeamRunner is thrilled to be the national travel provider for Cal South, one of the most prestigious soccer organizations in the United States. We are committed to eliminating many of the hassles involved in traveling and making life better for Cal South families," said **Ziad Tleimat**, Founder and CEO.

Rick Velasco, Chair of the Cal South Technology Committee said, "TeamRunner delivers a state of the art web-based cloud solution that can help member organizations with all their travel needs while guaranteeing the best values and support for our members."

"Our goal is to create a positive experience for all participants from teams and sports organizations to businesses," said Tleimat. "Teams receive the best rates on hotels, restaurants and services and TeamRunner saves the most valuable resource of all —time."

"TeamRunner was founded due to the trials and tribulations we experienced when arranging sports team travel for our own kids and teams. We wanted to create a one stop shop where all hotels and dining reservations could be made for all sports," said Colette Kuhnsman, Founder - VP Marketing.

"Our goal is to provide our members with more valued services," said Velasco. "In an effort to make the travel process simpler, more efficient and economical for all of our teams and sanctioned events, the Cal South Technology Committee was tasked with the evaluation of numerous travel services providers. We completed an extensive two-month competitive analysis and evaluation process and selected TeamRunner as the strategic partner for travel services. TeamRunner will provide travel support members can take advantage of for all Cal South's team

travel including our **State Tournaments, Olympic Development Program (ODP) and California Regional League (CRL).**”

Youth sports is a multi-billion dollar industry and one of the fastest growing segments of the travel industry with many families trading vacations for youth sports travel. The continued explosion of youth soccer, Cal South’s growing membership and the organization’s commitment to provide excellent member benefits, were the driving forces behind this strategic partnership. Ever since it was established in the mid-1970s, Cal South has been recognized across America as forward thinking and as a pioneer providing high-quality programs to its members.

About Cal South

The California State Soccer Association - South (Cal South) is a 501c(3) California public benefit corporation and is the official youth and adult state soccer association of the United States Soccer Federation, the United States Youth Soccer, and the United States Adult Soccer Association. Cal South is well known for developing elite youth soccer players and as a leader in the soccer market. Cal South represents over 300 Affiliate Member Leagues and Clubs comprising our membership of more than 204,000 registered players, coaches, referees and league administrators. The organization, with a service area that extends from San Luis Obispo to San Diego, provides rewarding recreational and competitive opportunities for players of all ages, genders and skill levels.

About Zimcode

Founded in 2012, Zimcode, Inc. is the maker of TeamRunner. A leader in sports team travel, TeamRunner connects sports organizations, teams and businesses to make sports travel easier and more streamlined for everybody. The company’s mission is to provide a positive experience for all of its partners and provides sports scholarships for athletes in need. TeamRunner currently services organizations and athletes throughout the USA.

For more information or interviews regarding the strategic partnership between Cal South and Team Runner, please contact:

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Images available: Cal South Logo, Screen Capture of TeamRunner

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