



## **LEGENDARY PELÉ AND THE WORLD-RENOWNED NEW YORK COSMOS SCORE A COMEBACK**

*Rebirth of America's Most Beloved Soccer Club Led by Honorary President Pelé*

August 1, 2010 (New York, NY) – Moments ago, during the Copa NYC Finals at Flushing Meadows Corona Park, New York, soccer legend and former New York Cosmos star Pelé made a rare appearance to the thousands of players and fans in attendance, and announced to the world that The New York Cosmos are coming back.

Having reigned as America's greatest soccer club (formerly part of the North American Soccer League), the world-renowned New York Cosmos now return with a greater goal in mind – to inspire, develop and field world-class players. The New York Cosmos is committed to helping improve the future of soccer in this country, with significant investment in grassroots and youth soccer and providing elite coaching philosophies and training opportunities.

The New York Cosmos have already agreed to a unique partnership with Queens-based youth club BW Gottschee, who has 60 years of experience, passion and success at a local and national level. The Cosmos Academy – as they will be known – will field teams from U12–U18 and participate in the US Soccer Development Academy.

Furthermore, The New York Cosmos have acquired the Copa NYC tournament, and beyond running it every year in New York, they will be looking to expand it both domestically and internationally in order to engage more local communities to participate in the 'global game' at a grassroots level.

As part of what will be an extensive corporate social responsibility strategy, The New York Cosmos will also work closely with the City to enable New York's schoolchildren to play soccer more often, and more easily, by providing equipment and facilities.

However, the club's ultimate vision is unquestionably to bring The New York Cosmos back to the greatest city in the world, to be a part of Major League Soccer and to compete for the championship.

After his final career match in 1977 at the old Giants Stadium, in a speech given to more than 75,000 fans, Pelé urged his audience to pay attention to the youth of the world. Today, 33 years later, Pelé reinforces that message and will provide an opportunity for their dreams to be fulfilled.

“As global ambassador for the game, and as Honorary President of The New York Cosmos, it's a great privilege to be able to give back to the future of the sport that gave so much to me,” says Pelé. “The return of The New York Cosmos will inspire footballers in this country, and embrace people around the world who love this beautiful game as much as I do.”

For more information on The New York Cosmos, please go to: [www.nycosmos.com](http://www.nycosmos.com). For hi-res images, please go to: <http://www.gettyimages.com/Search/Search.aspx?EventId=103052008>. To download HD broadcast-quality footage, please go to: [www.badertv.com/nycosmos](http://www.badertv.com/nycosmos).

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**About The New York Cosmos, LLC:**

Under new passionate ownership, The New York Cosmos continues its tradition of greatness for the next generation and vows to maintain the same ethos that made The New York Cosmos the most celebrated soccer club in the history of the United States. During its existence from 1971–1985, The New York Cosmos won five national championships. Today, as part of its rebirth and with soccer legend and former Cosmos star Pelé as the Honorary President, The New York Cosmos will continue to inspire and develop the youth through academies, camps and clinics while also attracting world-class soccer players to participate in its soccer movement. The club's ultimate vision is to be a part of Major League Soccer and to compete for the championship. For more information, visit [www.nycosmos.com](http://www.nycosmos.com).

**About Pelé:**

Pelé (born Edson Arantes Do Nascimento) is known as a legend and the best soccer player to ever play the game. Having played in four World Cups with Brazil's National Team, Pelé stunned the world in 1958 scoring six goals, including two in the championship game to help Brazil win its first World Cup against Sweden. In 1970, he scored Brazil's 100<sup>th</sup> World Cup goal in a triumph over Italy. Pelé's final retirement came in 1977 after serving as a key player for The New York Cosmos of the North American Soccer League – leaving behind a legacy that children all over the world still learn about as part of United States soccer history.

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