

PRESS RELEASE

The Confederation of North, Central America
and Caribbean Association Football.



CONCACAF to Organize First Annual Women's Football Day in May

The Confederation aims to unite all Member Associations to celebrate women's football throughout the region

Miami, FL (Friday, April 10, 2015) – The Confederation of North, Central America and Caribbean Association Football (CONCACAF) today announced the celebration of its first annual Women's Football Day on Saturday, May 23, 2015.

This initiative, which was presented at the CONCACAF "Let's Develop Women's Football" seminar held in October 2014, in Philadelphia, will aim to unite all 41 Member Associations to celebrate women's football throughout the region.

"This day is dedicated to recognizing the passionate, fearless, and devoted members of CONCACAF's elite women's teams, and inspire the younger generation to take the game to new heights," said CONCACAF President Jeffrey Webb. "As we embrace a new era in women's football, we aim to further develop the talents of female players in our Confederation and will continue to empower the women's game through initiatives such as this one."

Scheduled to kick-off at 11:00AM EDT, several activities will be organized at CONCACAF's Member Associations with support provided by the Confederation. Women's Football Day will strive to achieve the distinction of being the first occasion that all of CONCACAF's members will simultaneously organize a women's football activity.

Through this initiative, the Confederation aims to accomplish three objectives:

- Generate awareness about the transformative power of women's football for girls and women
- Promote and encourage continued investment in women's football
- Unite every Member Association in creating a memorable day of women's football

CONCACAF will assist its members with the preparation and execution of their activities. Three specific activities will be recommended to the Member Associations:

- Girls Grassroots Festival
- 3 v. 3 or 5 v. 5 Tournament
- Football Skills Challenge

Member Associations will be encouraged to organize one of the three activities but will have the opportunity to administer an activity of their choosing, with CONCACAF at their disposal for guidance and assistance.

Further details regarding the initiatives of CONCACAF and its Member Associations for Women's Football Day will be provided in the coming weeks.

For more information, please contact development@concacaf.org.