

Rush SPI (Rush Soccer Partners International, our parent organization), has recently



ly announced a new partnership with Adidas and we are all extremely excited about the connection and what this can mean to our organization as a whole and each member within our Iowa Rush Soccer Club.

After 14 years of being connected with Nike, Rush SPI has decided to switch uniform providers for all of the Rush organizations around the globe starting next fall (August 2013). This was done knowing there would be many challenges by switching brands, but ultimately the changes were made with these three major benefits in mind:

- **Superior Quality of product** (Adidas is the top soccer distributor around the world)
- **Affordability to Members** (You can get more Adidas product for less cost than Nike)
- **Convenience/Timeliness of getting product** (Adidas is more capable of handling larger orders)

Here is a quote from Rush SPI regarding the switch to Adidas:

“Rush Soccer is pleased to announce we have secured a formal partnership with Adidas as our new uniform provider. As you know, Adidas is the world leader in soccer and sportswear and this partnership solidifies even more our commitment to our clubs, our staff and most important, our players. We are very excited to take this big step to partner with the number one in their field and look forward to the upcoming changes.” ~Rush SPI

With the switch of uniform providers to the club, another main goal was to keep the Rush connection with EUROSPORT as the official distributor of product to keep the uniform transition and ordering/delivery process easy for individual members. Eurosport has been a large part of uniform ordering for the Iowa Rush and other Rush organizations as they have proven time and time again to be leaders in the field of customer service and delivery.

We hope that with the advance notification of the change from Nike to Adidas, people can take the necessary steps to plan accordingly for the upcoming year regarding uniform purchases. To help aide in the transition, the Iowa Rush will offer a one-time, individual fundraiser option so that players/families can work towards getting the additional financial assistance they may want/need to put towards uniforms and assist with the initial switch of uniform brands in August 2013. Here is a brief summary of the fundraiser information for your consideration:

Uniform Fundraiser Opportunity – [Click here](#)

Although Rush SPI has decided to transition to Adidas as the official uniform provider for all of the organizations internationally, we have some options in how we transition at the local club level and we would like your feedback on the types of uniform packages you would most likely purchase. Please complete the survey below to help us communicate with Rush SPI and Adidas to help ensure accurate product production for our club and the upcoming season.

Uniform Survey – [Click here](#)

Below is some additional information regarding the uniform transition:

-View New Adidas Rush Uniform Images – [Click here](#)

-R.E.A.C.H. Information – [Click here](#)

-Iowa Rush Uniform FAQ Sheet – [Click here](#)

-Iowa Rush Uniform Fundraiser Information – [Click here](#)

-Rush SPI Press Release regarding Uniform Transition- [Click here](#)

We appreciate your continued support and flexibility as we continue to build towards the future in all things Iowa Rush!

-Iowa Rush Staff-