

## **Scheels cements community relationship with Johnston/Urbandale Soccer Club and The Karen Coaldrake Foundation**

Scheels All Sports Superstore and the Johnston /Urbandale Soccer Club have enjoyed a successful relationship and business partnership over the last three years. Both organizations are dedicated and committed to providing opportunities for young people in the local communities. Today (Friday June 3<sup>rd</sup>) at 1pm Scheels store leader Karen Jones will present a check for \$10,000 to the JUSC in support of the soccer club and it's charitable foundation; The Karen Coaldrake Financial Assistance Fund.

The Johnston/Urbandale Soccer Club (JUSC) is a professionally managed, select youth soccer club dedicated to providing children the best possible player development experience. The club provides age appropriate, individual and team programs that focus on competition, sportsmanship, and enjoyment of soccer as a way to enrich each player's life. JUSC is a merged select soccer program owned by the Urbandale and the Johnston Soccer Clubs, serving a membership of some 2,500 players.

Scheels is an employee-owned, privately held business that owes its consistent success to its empowered associates, managers and partners who think and make decisions for their individual store and the entire company.

Scheels began trading as small hardware and general merchandise store in Sabin, Minnesota and over the next century evolved into the All Sports Superstore, comprising 23 stores in 8 states that it is today.

Those humble roots and local community pride are woven into the Scheels business mantra and provide the platform for success.

Karen Jones and her associates located at the Jordan Creek store are dedicated and proud to support the communities in which they live by being active members within the community through everyday leadership. The Scheels associates make a difference everyday by getting involved in everything from Meals on Wheels to supporting those in our communities who need help in a time of crisis. From the United Way campaigns to community service organizations and local sports teams, Scheels takes pride in being able to improve the lives of others, that's why we donate our time, energy and resources to various organizations, teams and individuals in our community.

Scheels understands the importance of health in both mind and body, and recognizes that participating in sports programs offers benefits and lessons that carry over into all aspects of life. Scheels supports all types of athletics, from youth softball to soccer to hockey, as well as local high school and college athletic programs by sponsoring teams and leagues throughout their respective communities. This commitment to maintaining excellence, organization and availability of athletic programs has brought communities together and developed a sports experience most will translate into their lives through everyday values and a sense of teamwork.

Scheels and the JUSC have enjoyed a significant partnership for the last 3 years with Scheels providing Nike uniforms and a range of other soccer equipment to support the JUSC belief that all children should have the opportunity to participate in youth sports. "JUSC is proud of our partnership with Scheels and delighted to be associated with a company committed and invested into local community needs such as

our children and families having the ability to participate regardless of their financial needs during this tough economy,” says Jeff Smaha – JUSC Club President.

The JUSC started the Karen Coaldrake Financial Assistance Fund (KCFAF) 2 years ago to honor the memory of a woman who believed that every child deserved equal opportunities in life and to experience the joy of playing soccer. Karen’s amazing life was cut short when she suffered a brain aneurism and passed away on March 23, 2008, at the age of 48. The KCFAF provides for families in our communities who need support and assistance so their child can have the opportunity to play soccer. If you would like to make a contribution to the KCFAF, please click on the following link:  
<http://www.juscsoccer.org/karen.shtml>

The Scheels Jordan Creek store leader, Karen Jones presented Peter Coaldrake (Karen’s husband) a check for \$10,000 to assist the KCFAF in its mission of enabling children to play soccer. This is a significant investment into the fund and will provide many opportunities for young soccer players to “live the dream”. The JUSC and the Coaldrake family are very grateful and thankful for this contribution.

For further information please contact:

Daryn "Ozzie" White

**Johnston/Urbandale Soccer Club**

**Director** - Operations/Business Development

**Email:** [ozziwhite@mchsi.com](mailto:ozziwhite@mchsi.com)

**Mobile:** [515 724 2764](tel:5157242764)

**Office:** Suite 110

2001 Westown Parkway

West Des Moines Iowa 50265