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FOR IMMEDIATE RELEASE

Bell's Brewery Sponsors Kalamazoo Outrage Soccer Club

Before David Beckham and Mia Hamm became the uber-stars of soccer, they played on the fields of England and Texas as students and amateur players. Understanding the need to support amateur athletes, Bell's Brewery is a proud sponsor of the newly named – Kalamazoo Outrage soccer club.

The Kalamazoo Outrage is a part of the United Soccer League (USL) and consists of both a Premier Development League (PDL) and W-League teams. PDL is an Men's Under 23 amateur league for elite players throughout North America and the W-League is the highest level of amateur women's soccer in the US and Canada.

"It's an honor to have signed a three year sponsorship with the Kalamazoo Outrage," says Angie Bell, vice president & marketing director of Bell's Brewery "It's a great pleasure to be a part of this increasingly popular sport."

While the Outrage is new to the roster, the USL has been providing opportunities to professional and amateur soccer players since the mid-eighties – the same time that Bell's sold its first beer. The PDL and W-League have a roster of games throughout the summer and all Outrage home games are played at Mayor's Riverfront Park in Kalamazoo.

"I can't wait to see what these teams accomplish their first year," says Bell, "Hard work, tenacity – whether on the field or in the community – you put those two things together and amazing things can happen."

For more information about Bell's Brewery and its brands, visit www.bellsbeer.com.

For a complete Kalamazoo Outrage schedule, visit www.kalamazoooutrage.com

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