



ACTIVITIES

ATHLETE PARTY (AGES U9-U14)

Friday, July 17 • NSC Sports Hall • 1800-1945 • Participant wristband required • Chaperones required • FREE

Join your friends and come to the party your parents would never let you have. The SCHWAN Zone will open its gates and let all participants test their skills against various interactive inflatables. Extra inflatables, challenges, and activities, will be set up specifically for the Athlete Party so don't miss your chance to play hard and have fun!

AFTER HOURS ATHLETE PARTY (AGES U15-U19)

Friday, July 17 • NSC Sports Hall • 2000-2145 • Participant wristband required • Chaperones required • FREE

For big kids only! Join your friends and come to the party your parents would never let you have. The SCHWAN Zone will open its gates and let all participants test their skills against various interactive inflatables. Extra inflatables, challenges, and activities, will be set up specifically for the After Hours Party so don't miss your chance to play hard and have fun!

AWARDS PRESENTATION

Sunday, July 19 • NSC Sports Hall • 1000-1800 • FREE

Following each championship game, teams are awarded trophies and medallions at a grand stage in the NSC Sports Hall. This is a great opportunity to support other teams and cheer on your fellow participants.

COACH/REFEREE SOCCER GAME

Friday, July 17 • Fields D1 & D2 • 2100-2230 • FREE

A great way for coaches and referees to meet other coaches and referees from around the world! This friendly challenge will take place on lighted fields at the NSC. Just show up! If enough people come to play, players will be divided into more competitive/ less competitive teams.

COACHES/VIP PARTY

Saturday, July 18 • VIP Tent in Stadium • 1900; during the Thunder Game • Invitation Only

It's all about fun! Socialize with other coaches and VIPs in a great atmosphere. Let Schwan's USA CUP treat you to a FREE dinner, sponsored by Broadway Pizza, while watching the Minnesota Thunder take on the Austin Aztex from the brand new VIP area in the stadium. Invitations required. Photo ID required for alcohol.

GOLF - OPEN GOLF

Thursday, July 16-Sunday, July 19 • NSC's NYGC Victory Links • All Day • Up to 4 people per group • Chaperone required • 50% off regular rate green fees with participant wristband

Victory Links would like to invite everyone to play a round of golf on Minnesota's only public PGA Tour designed golf course! Rental golf clubs are available for use on our beautiful golf course. Call 763.717.3240 to make a tee time.

GOLF - OPEN PUTTING

Friday, July 17 – Sunday, July 19 • All Day • NSC's NYGC Tournament Greens • Participant wristband required • Chaperone required • FREE

Take a break from grueling soccer action and play a leisurely round of golf at the NSC's National Youth Golf Center Tournament Greens! First round is FREE, all other rounds are \$2. Call 763.717.3240 for information.

ICE SKATING

SCHWAN Super Rink • Friday, July 17 • 1200-1300 • Participant wristband required • Chaperone required • FREE

Whether you're an all-star hockey player, a top figure skater or haven't put on skates in years, come cool off and skate at SCHWAN Super Rink. Free skate rental for participants.

INFORMATION BOOTH

SCHWAN Center • Friday, July 17-Saturday, July 18 • 0900-1600 • North of Field U2 under the flag poles

Have a question? Want more details about an exciting SCHWAN'S USA CUP activity? Come to the Information Booth for daily information on soccer and non-soccer related events both on and off the NSC complex! Booth will move to SCHWAN Center in case of inclement weather.

MINNESOTA THUNDER GAME

Saturday, July 18 • NSC Stadium • 1905 • MN Thunder v. Austin Aztex

Experience fast paced professional soccer as the Minnesota Thunder takes on the Austin Aztex.



MONDAY TOURS

Monday, July 20 • Chaperones required • Cost and times based on tour • Registration forms and detailed information available online now. Looking for something to do between SCHWAN'S USA CUP Weekend and SCHWAN'S USA CUP? Sign up for one of our "Monday Tours." Available tours include a trip to the Mall of America, a day of fun at Valley Fair Amusement Park, a visit to the Science Museum of Minnesota, and a shopping excursion to the Albertville Premium Outlets. Spots are filling up quickly, register soon.

NATIONAL COLLEGIATE SCOUTING ASSOCIATION (NCSA) SEMINAR

Saturday, July 18 • VIP Tent in Stadium • 1000 & 1400 • FREE

Do you want to get recruited by college soccer coaches?...Find out how! New England Revolution star and U.S. National Team Member Taylor Twellman will be presenting "College Recruiting Simplified," a critically acclaimed recruiting seminar for parents and student athletes. Each "College Recruiting Simplified" event covers the five things every recruit needs to know and the five things every recruit must do in order to get recruited by college soccer coaches.

OPENING CEREMONIES

Tuesday, July 21 • NSC Stadium • 2015 • Participants LINE UP AT 1930 by fields C1 and C2 • FREE

Even though SCHWAN'S USA CUP Weekend is over all teams are invited back to participate. SCHWAN'S USA CUP features an Olympic-style ceremony showcasing ALL teams in SCHWAN'S USA CUP and SCHWAN'S USA CUP WEEKEND. This colorful parade leads up to the lighting of the cauldron and is a highlight of the event! Teams are requested to march wearing team uniforms or cultural costumes representative of their homes. Many teams carry team banners and country or state flags. Teams will march by country, state or Minnesota soccer club. Parade assignments can be found on the USA CUP web site in the final days leading to the event. The assignment will contain a map of where your team should go to line up. Please bring water to hydrate your participants during the event ceremonies. NOTE: Throwing of objects to the crowd is prohibited. Immediately following the Opening Ceremonies will be an spectacular firework display and the SCHWAN Fest Concert.

PINS AND PATCHES TRADING

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1300-1500 • FREE

A popular activity at international events like SCHWAN'S USA CUP WEEKEND is the trading of pins and patches. We encourage your team to come prepared. Don't leave without collecting memories of teams you've played or the people you've met. A designated pins and patches trading area will be set up at the NSC so pin-trading enthusiasts can find each other. Soccer Express will also be on-site to cater to your last minute pin needs!

PUMA LAB

Friday, July 17- Sunday, July 19 • 0900-1800 • Main Parking Lot Island

The PUMA LAB - It's What's Inside!

What is inside you ask? A mecca of PUMA activities is what, and your tournament experience won't be complete without testing out each one!

PUMA Lounge: It is so much more than just a lounge! In addition to hanging out on oversized bean bags, couches and seating, make sure to have some fun with all of the daily lounge activities:

- **Air Conditioning** will be pumping through the lounge all day long to keep you cool and give you a break from the MN heat!
- **Guitar Hero: World Tour!** We know you can perform on the field, but let's see you take your act to the stage inside the Lounge
- **PUMA Photo Booth** Capture instant memories with old and new friends in the photo booth and take them with you - a great tournament memento!
- **PUMA Hair Salon** Step into the Lounge and walk out with a new hair style! Add team colors and styles to your team uniforms!
- **Plinko** Take your chances on this giant Plinko board to win a PUMA prize on the spot
- **Secret Spotter** Stop by the Lounge and get your temporary PUMA Tattoo. If seen by our secret spotters around the National Sports Complex, you will get a prize instantly!

PUMA LAB Store - Visit the PUMA LAB Store all week for official SCHWAN'S USA CUP merchandise and other great PUMA products.

PUMA Shoe Demo Program: Want to test out a pair of this year's coolest PUMA kicks? All you need is an ID and you'll be off and running in statement PUMA cleats. Try them out in your game, warm up or at the **Soccer Express@-Shirt Kick**. See which shoe feels the best and try-on as many as you wish.

PUMA Tent Rentals: Is it 100 degrees out and the new airline luggage laws didn't allow you bring a tent from California? No problem! PUMA is "renting" out a limited supply of pop-up tents for team usage throughout the tournament. Head to the info desk in the PUMA lounge, leave an ID and the tent is yours for the day! First come, first served.

PUMA Transportation: Being the largest sports complex on earth lends to some pretty far walks from field to field. This year PUMA will have 8 golf carts that will circulate around the facility to bring you to your game, carry your equipment or bring you to any of the exciting activities going on during the tournament. There will be stops all over campus so make sure to keep your eye out.

PUMA Research Center: Want to actually tell the creators of PUMA cleats what you like about them? How they could be better? What colors you want to see? PUMA will be looking for volunteers to participate in some fun focus groups while at the tournament in exchange for some great PUMA gear. Bring the whole team!



Soccer Express®-Shirt Kick: This huge inflatable goal on the National Sports Center grounds offers participants a chance to check the accuracy of their shot and win prizes. For \$1, participants get three chances to hit different shirts hanging from a line across the back of the goal. Hit a shirt off the line, and it's yours!

PUMA MISTER

Friday, July 17-Sunday, July 19 • 1000-1700 • North of Field U2 under flag poles • FREE

The PUMA misting tent provides a great escape from the hot summer weather. Cool down in the PUMA misting tent and feel refreshed without getting soaking wet.

PUMA vELITE FEATURED GAMES OF THE DAY

Saturday, July 18 • 1745 • U2 • FREE

SCHWAN'S USA CUP will feature PUMA vElite Group teams competing in a semi-final game. Be there to see one of this Elite 16 boys group leading up to what promises to be an intense championship match.

PUMA WORLD STORE

Thursday, July 16 to Monday, July 20 • Open Daily • NSC Sports Hall

Visit the PUMA World Store all week for official SCHWAN'S USA CUP WEEKEND merchandise and other great PUMA products.

SCHWAN FEST CONCERT

Tuesday, July 21 • NSC Stadium • 2015 • Following Opening Ceremonies • FREE

It's official! This year's SCHWAN'S USA CUP will kick off with a live concert immediately following the Opening Ceremonies. This is an evening soccer fans won't want to miss. The NSC Stadium will be filled with energy and the sounds of premier local band, Panoramic Blue, playing your favorite tunes. Come join the party!

SCHWAN ZONE

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1000-1700 • Participant wristband required • FREE

Interactive soccer activities are a great way for your team to have fun while sharpening their soccer skills. Come challenge yourself or even a friend at one or all of the activities. The SCHWAN Zone features a large variety of interactive inflatable games. There's something for everyone.

SPAGHETTI DINNER

Tuesday, July 21 • Schwan Center Grand Hall • 1600-1900 • \$5 with participant wristband; \$6 non-wristband

Join us for dinner before Opening Ceremonies! We're having spaghetti with red sauce (meatless), garlic bread and ice cold lemonade. Mom & Dad don't have to cook, and it's just \$5 with Participant wristband, \$6 without Participant wristband.

VELODROME RACING

Thursday, July 16 • NSC Velodrome • 1900 • FREE

The NSC Velodrome is recognized as one of the fastest bicycle tracks in the country. Witness the spectacle of track cycling first-hand as part of your SCHWAN'S USA CUP experience.

VIP CENTER/TOURNAMENT HEADQUARTERS

Friday, July 17-Saturday, July 18 • 0700-2000 • Sunday, July 19 • 0700-1800 • SCHWAN Center - Second Floor

VIPs, coaches and college recruiters are invited to our hospitality zone adjacent to the SCHWAN'S USA CUP WEEKEND Tournament Headquarters. Ice cream and beverages are available to give you a boost as you enjoy tournament games and activities. This is a great place to network with other coaches and leaders, complete your team survey or just relax. Computer access is available for checking scores or your personal e-mail account. No participants or children are allowed.

WAL-MART HOCKEY CUP 3v3 TOURNAMENT

SCHWAN Super Rink • Saturday, July 18 • Sunday, July 19 • Daily • FREE

Are you an avid hockey fan? Or maybe you've never even seen a live hockey game before. Take a break from soccer and come watch some great 3v3 hockey, cool off, and grab a snack from the Hat Trick Café!



VENDORS

SCHWAN'S USA CUP includes a variety of vendors each year. Vendors will be added as they are confirmed.

EZEEFIT SPORTS

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1000-1700

Ezeefit Sports began making anti-blister foot protectors in 2001 for the ice and inline speedskating market, where the athletes have had blister problems since the sport began. After years of research, proprietary materials were perfected to create a barrier to stop the rubbing and blistering where other products failed, or simply fell off while in use. Many of the skaters began using the Ezeefit Ankle Booties in other sports, including running, hiking, skiing and snowboarding, and soccer - with rave reviews. Blister problems solved!

MLS and VOLKSWAGON: FOOTBALLERS' CLUBHAUS

Friday, July 17-Sunday, July 19 • North of U1, outside Stadium • 1000-1700

Volkswagen and MLS are proud to team up in continuing to support youth soccer tournaments across the country. And to celebrate, they're bringing even more excitement to the field. Kick it with us at Schwan's USA CUP. At the VW and MLS tents, you'll be able to meet the latest VW models, get your picture taken with your team and test your skills at soccer tennis, Tigua Toss and the other soccer stations. And if that isn't enough, there is great swag for parents and players. We hope to see you there!

PSA CHARITIES

Friday, July 17-Sunday, July 19 • Schwan Center • 1000-1700

A sports memorabilia silent auction to benefit youth soccer is being held in the Schwan Center near the registration area. The auction includes a wide variety of soccer, baseball, basketball, football, hockey and entertainment autographed and framed photos. Additional items are located in the Schwan Super Rink next to the Hat Trick Café. Bidders are not required to be present to win. Items can be safely shipped if needed.

SCHWAN TRUCK LOAD SALES

Friday, July 17 • In front of SCHWAN Center • 1000-1800

The Schwan Food Company is proud to announce the return of the Truck Load Sales. Schwan's Home Service trucks will be on campus packed with tasty treats and meals ready to take home. Just look for the big Inca gold truck outside the Schwan Center.

SPORTS STAR PHOTO

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1000-1700

Sports Star Photo, the SCHWAN'S USA CUP's professional photo vendor, will be taking action shots and an assortment of portraits for teams competing in the USA CUP. This year, Sports Star is stoked to feature team portraits, panoramic team shots, and star heads – giant "stickers" to post on your wall. Stop by the Sports Star table at Final Team Check-in to sign your team up!

SERVICES

CONCESSIONS

Getting hungry? Enjoy food at one of the conveniently located concession stands across the NSC complex and SCHWAN Super Rink. You can also save time and money with the Special SCHWAN'S USA CUP PowerAde, Arizona Iced Tea, and Dasani deal. Free SCHWAN'S ice cream with any purchase at the Sports Hall (All Sport Café), Plaza Concession Stand, Island Concession Stand and Stadium Concession Stand.

THE BROADWAY PIZZA®

The Broadway Pizza® acclaimed original thin crust pizza is "what we're famous for"! Broadway Bar & Pizza® in Blaine, Minnesota also offers New York style and authentic Chicago style deep dish pizzas. In addition to serving Award Winning pizza, our restaurant offers a unique kid friendly dining experience and a menu variety sure to please everyone; including; appetizers, pastas, sandwiches, burgers, salads and desserts. Our full menu is served in our restaurant's casual atmosphere or available for delivery or take-out. Broadway Bar & Pizza® Blaine, Minnesota has committed to providing our customers with superior food and service since 2008, and we look forward to continuing to do so! We invite everyone to come in and experience the friendly, comfortable atmosphere and great food at Broadway Bar & Pizza®!

Facebook®

Our official page on Facebook®, USA CUP, allows you to keep in touch with the SCHWAN'S USA CUP community all year long. Leading up to the tournament, see who's coming, and who thinks they're going to win. Even better, post your own tournament comments on our wall. If you're new to the tournament, check out photos and get an idea of what the tournament looks and feels like. It's also a great place to check out all of the amazing activities you can go to with friends! If you already have an account, simply search our page name, "USA CUP" and join. If not, go to www.facebook.com/ to create a profile.



KICK TV RETURNS!

One of the most popular new features of the SCHWAN'S USA CUP is Kick TV, the daily video show about all the happenings at the tournament. Past shows have received over 40,000 viewings to date. Kick TV will return for its third season at the 2009 tournament, with all new stories each day during the tournament. It'll be on www.usacup.org and best of all, it's free!

PUMA STORES

PUMA will be offering a full line of PUMA products and SCHWAN'S USA CUP souvenirs at four locations on campus. Along with the PUMA World Store in the Sports Hall (the biggest, most complete store), there will also be a PUMA Lab store and on site red and black trailers for convenient souvenir shopping.

SOCCERAMERICA TOURNAMENT EDITION NEWSPAPER

Check out the Official newspaper of the Schwan's USA Cup! The paper features articles about teams in the tournament, pictures and game schedules so you can stay informed. Look for the Welcome Edition on Friday, July 17th, as well as a follow-up edition on Saturday, July 18th.

TWITTER

New this year, the SCHWAN'S USA CUP, presented by PUMA, will post to two Twitter accounts to keep you in the loop all day long. For official announcements and information, check out @usacupinfo. There you can find weather updates, schedule changes and the like. If you want the scoop on fun stuff, go to @usacupsoccer. That's where we'll tweet about celebrities, SoccerAmerica: Tournament Edition stories and activities you won't want to miss. Sign up for a Twitter account at <http://twitter.com/>.

WEBCASTING OF USA CUP WEEKEND GAMES

SCHWAN'S USA CUP Weekend will once again be offering webcasts of selected games and opening ceremonies. These webcasts will be available on a pay-per-view basis and can be viewed live or buy a permanent copy on a flash drive and watch your game again and again.