



Contact: Matt Lyman
matthew.lyman@ml.com
(208) 819-5985

NEWS RELEASE

Sept. 8, 2016

Sting Soccer Announces \$1.5 Million Soccer Complex Campaign

Kick-off fundraiser set for Oct. 1 at Daanen's annual Oktoberfest

Sting Timbers FC, formerly Sting Premier Soccer, has announced plans to develop a \$1.5 million soccer complex at the southwest corner of Prairie Avenue and Huetter Road — the first full-sized indoor soccer facility in North Idaho. Work on the project is slated to begin this fall with a tentative completion of early 2017.

“The complex will include three regulation-size artificial turf soccer fields and an indoor field that will allow for winter training,” said Tony Norris, president of the Sting board of directors. “These fields will give our players and others using the fields the ability to begin practicing and playing earlier in the spring, later into the fall, and indoors in the winter.”

Because water drains from artificial turf fields more rapidly than grass fields, they can be used as soon as they are free from snow and ice without damaging the playing surface. These will be the first artificial turf fields of their kind in north Idaho.

The new complex will have an economic impact as well. Each year Sting teams host games that bring around 350 teams from outlying communities to Coeur d’Alene, providing a significant economic boost. The club’s annual “Hot Shot” tournament alone boasts a \$1.5 million economic impact. The new complex will allow for an additional 75 or more games each year, bringing additional revenue to area restaurants, hotels and businesses.

Of course it’s good news for players as well.

“We currently have 40 teams playing Sting soccer,” said Mike Thompson, director of coaching for Sting. “We have teams for girls and boys, ranging in age from U5 to U19. This represents about 650 kids in our community. This new complex will impact all these players and their families by extending their time to learn and develop their playing skills. It will help them compete with teams that have a longer playing season.”

The 9.5-acre property for the complex is being purchased from regional developer Parkwood Properties. Sting Timbers FC is seeking financial support from area individuals and businesses to help fund the project.

“Coeur d’Alene is becoming known as a community committed to a healthy, active lifestyle,” said financial advisor Matt Lyman who is spearheading the fundraising efforts. “This complex provides an opportunity for people and businesses to contribute to developing that reputation and ultimately see the rewards that brings not only in the tourism sector but when recruiting new employees and businesses.”

The campaign titled, “A Field for All Seasons,” is being led by honorary chair Irma Anderl. Others on the committee include chairman Matt Lyman, Kim Anderson, Chris Anderl, Jamie Cervi-Skinner, Tom Elliott, Jim Faucher, Jeff Hanna, Heidi Jump, Mike Kennedy, Teri Nipp, Kristina Lyman, Mike Mongan, Jill Swoboda, Mike Thompson, and Brian Waddell.

The campaign officially kicks off Oct. 1 during Daanen’s Deli annual Oktoberfest, which will take place from 11 a.m. till dark at 8049 W. Wayne Drive, Hayden.

“Momentum is starting to build,” Lyman said. “We’re seeing a positive response from the community and a major donor has already stepped forward. We are fortunate to live in such a giving community.”

Sting Timbers FC was developed as a non-profit in 1984. It began with a group of parents who wanted to provide a positive atmosphere in which their children could learn and develop soccer skills. The club has remained dedicated to this vision as well as the development of good sportsmanship and a strong work ethic both on and off the field. Since its inception, thousands of area youth have played for Sting, including many who are working in the area today as teachers, coaches and mentors.

In May 2016, Sting Premier Soccer Club became the second club in Idaho and the ninth in the Northwest invited to join the Adidas Portland Timbers Alliance. Started in 2012, the alliance is a partnership designed to help channel top local youth soccer players toward development programs offered by the major league soccer team.

For more information on the new soccer complex, visit Sting’s Facebook page at CdaSting. For information on making a tax-deductible contribution and naming opportunities at the complex, contact Matt Lyman at matthew.lyman@ml.com or (208) 819-5985.

###