FOR IMMEDIATE RELEASE
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Vermont Soccer Association and Champlain Cable Announce Strategic Partnership to Expand Opportunities and Access Across Vermont

Williston, VT — The Vermont Soccer Association (VSA) is proud to announce a dynamic new partnership with Champlain Cable, uniting two organizations committed to empowering individuals, strengthening communities, and creating accessible opportunities throughout the state of Vermont.

This collaboration represents a shared vision to support Vermont's youth and families through meaningful programs, educational resources, and career pathways. Both VSA and Champlain Cable are deeply rooted in service and community development, and this partnership will allow for expanded outreach, support systems, and initiatives that bridge sports, workforce development, and personal growth.

"This partnership is about more than soccer," said Andrew Minnis, Executive Director of the Vermont Soccer Association. "It's about coming together to uplift communities, create real opportunities, and open doors for youth and adults alike. Champlain Cable's commitment to people, their values, and their support systems perfectly align with our mission, and we're thrilled to work side by side with such a respected Vermont institution."

Champlain Cable, a leading manufacturer of high-performance wire and cable, has been a cornerstone of Vermont industry since 1955. Known for their innovation and reliability across sectors including automotive, defense, and energy, Champlain Cable also places high value on its employees, offering extensive benefits, career development programs, and a workplace culture rooted in respect and advancement. Teamwork is one of Champlain Cable's core values, and Champlain Cable believes athletics offers an outstanding opportunity to build confidence, foster collaboration, and encourage participation in a fun and supportive environment. Their workforce initiatives and internal growth pathways present incredible opportunities for those interested in building a meaningful, long-term career. Champlain Cable believes that when companies are active in their communities, they help create a stronger, more resilient environment—for both residents and employees.

"Partnering with the Vermont Soccer Association is an exciting step in our ongoing commitment to the people of Vermont," said Kyle Koenig, VP of Sales/Marketing & VT Operations at Champlain Cable. "We believe in empowering individuals both on and off the field, and we are proud to help foster a stronger, more connected community through this collaboration."

The Vermont Soccer Association, established in 1976, is the state's official soccer governing body, committed to growing the game while instilling values of Fun, Belonging, and Development. Serving thousands of young athletes, coaches, and volunteers, VSA continues to lead with integrity and a community-first mindset.

Together, VSA and Champlain Cable will work to:

- Increase access to soccer and enrichment programs across Vermont communities;
- Provide educational and career resources to youth and families across Vermont;
- Highlight workforce pathways and benefits at Champlain Cable for those seeking stable, rewarding employment;
- Promote inclusion, accessibility, and lifelong success and holistic development both on and off the field.

Both organizations are deeply invested in Vermont's future and are excited to take actionable steps that support individuals of all backgrounds. This partnership symbolizes a long-term commitment to growing stronger, healthier, and more connected communities through collaboration, shared values, and service.

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