



Welcome!

Rush Union Update

We hope you've had a great summer both on and off the field. As we wrap up the break and look ahead to the fall season, we wanted to share a quick update on everything happening across Rush Union.

Our summer programs were full of energy and opportunity. From day camps to evening clinics, players of all ages stayed active, sharpened their skills, and stayed connected to the game. Thank you to all the coaches, staff, and families who helped make this possible. July was also a big month for national events, with several of our players and coaches participating in the Rush Summit and Rush Fest. These events not only provided competitive experiences but also gave our players the chance to connect with teammates from across the country and represent Rush Union on a bigger stage.

We're also thrilled to celebrate Coach Helena Dias, who was recently recognized in the Rush National Coach Spotlight. Her commitment to developing players and building a positive, growth-focused environment continues to set a high standard for all of us. In addition, there is an article featured in the Milton Neighbor this month. The article highlights the growing the game across the country and a call to action for everyone to collaborate for the greater good. It is great recognition for the work being done at every level of soccer and especially at Rush Union.

Closer to home, we loved seeing so many of you at the Dunwoody 4th of July Parade. It was a fun way to celebrate the holiday, connect with the community, and proudly represent Rush Union. Now, as we head into the new season, fall programs are kicking off with practices and orientation meetings underway at all locations. Be sure to check your program emails for the latest details, especially as game schedules begin to roll out.

We're also excited about the continued growth of our referee development program. Training and mentorship opportunities are helping us develop the next generation of officials, a critical part of the game that we're proud to support. For our older players and parents, adult soccer registration is now open in multiple locations. Whether you're looking to stay fit, reconnect with the game, or just enjoy a weekly run around with friends, there's a place for you.

There are more ways than ever to get involved at Rush Union. From volunteering to mentoring to help shape the future of our programs, we welcome your ideas and your time. See below for a call to action for two of our committees in need. On the player development side, we're proud to announce that 70 Rush Union players have been nominated for Rush Select, an incredible recognition of the talent and hard work happening across all our programs.

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Finally, we're looking ahead to the Rush Union Fall Cup in November, where we expect to host more than 275 teams from across the region. It's shaping up to be one of our biggest events yet, and we couldn't do it without the continued support of our staff, families, and community partners.

Thank you for being a part of Rush Union. Together, we're building something special, not just better players, but better people. Let's keep pushing forward and building what comes next.

If you have any questions about Rush Union, our programs or anything soccer related please reach out to our staff at any time.

Thank you for being part of our Rush Union family. We look forward to seeing you back on the field soon.

R|U Ready?



Neil McNab Jr.
CEO Rush Union



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Congratulations to Coach Helena for being highlighted by Rush National, please read the full article here:



NATIONAL NEWS, RUSH
DEVELOPMENT, THE RUSH
WAY

JULY
10,
2025

COACH SPOTLIGHT: HELENA DIAS, LEADING WITH PURPOSE AND PASSION

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We had lot of fun this summer!

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4TH OF JULY



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EXPERT CONTRIBUTOR

BUILDING WHAT COMES NEXT: LEVERAGING GLOBAL SOCCER'S MOMENTUM FOR GRASSROOTS GROWTH



BY NEIL MCNAB,
RUSH UNION SOCCER



I hope you have been able to enjoy this summer of soccer with The FIFA Club World Cup, Gold Cup, and UEFA Women's Euro—just to name a few. This is one of the many great periods of soccer to come. The next few years may be the greatest exposure to the sport any of us will ever witness.

As the FIFA Club World Cup concludes and the world shifts its attention toward the 2026 FIFA Men's World Cup, we find ourselves in a pivotal moment for soccer in America. The anticipation, visibility, and excitement surrounding these tournaments are already reshaping the way the sport is viewed and valued in our communities.

These events are more than celebrations of elite soccer. They are rare opportunities to transform the foundation of the game at every level, from local clubs to national programs. If we act with intention, unity, and humility, the impact of this moment can last far beyond the final whistle.

LET'S TURN INSPIRATION INTO ACCESS

Global tournaments have the power to inspire. A packed stadium or a televised goal can be the spark that gets a child to pick up a ball for the first time. But that spark must be met with real opportunity, including accessible and inclusive programming that allows every child to experience the game in a meaningful way.

From small towns to major cities, we need to make sure there are entry points for players of all backgrounds, skill levels, and aspirations. That means investing in grassroots infrastructure, coaching education, and local outreach now, not later. It means using this World Cup cycle to build systems that welcome more families, support more volunteers, and retain more young players for the long term.

LET'S HAVE A SHARED PURPOSE

If there's one lesson to take from the excitement around the Club World Cup and the growing anticipation of 2026, it's

that no single organization, league, or leader can carry this moment alone.

Real progress will require collaboration across clubs, state associations, and national organizations. Turf wars and organizational silos cannot define how we respond. We need shared calendars, aligned initiatives, co-hosted events, and public-private partnerships that make it clear: This is not about who gets credit, this is about who gets to play.

Whether you're running a local club, serving on a state board, coaching a grassroots team, or leading at the national level, the responsibility is the same. We work together in service of the game and the children who play it.

LET'S CREATE A LASTING LEGACY

While much of the spotlight is on the 2026 Men's World Cup, it's critical we recognize this moment as the beginning, not the end. The 2031 FIFA Women's World Cup

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- Adult Leagues • College ID Opportunities • Local/Regional Tournament Play

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provides a follow-up opportunity to build with equity, visibility, and sustainability in mind.

We must ensure that the momentum doesn't fade but instead expands. Planning for 2031 and beyond starts now, and it must be rooted in the same values: collaboration, access, inclusion, and a deep love for the game.

LET'S USE OUR INFLUENCE WELL

This moment calls on everyone involved in soccer, whether at the grassroots, state, or national level, to take stock of their influence. Not to protect it, but to use it for good.

We all carry some level of influence. Some have titles. Some have platforms. Some have years of experience and trusted relationships. The power of these assets lies not in what they say about us, but in how we use them to build something bigger than ourselves.

Let us set aside egos, embrace cooperation, and lead with humility. Let's be bold in our vision, generous in our partnerships, and grounded in the knowledge that the health of the soccer ecosystem depends not on who stands at the front but on how many children we can bring along for the journey.

LET'S BELIEVE THAT WE WILL WIN!

From local clubs to national federations, this is our collective moment to reshape the future of soccer in America. If we meet it with courage, unity, and purpose, we won't just be hosting a World



Cup, we'll be laying the groundwork for a stronger, more inclusive, and more joyful game for generations to come.

Reach out to your neighbors and let's grow together!



About the Author

Neil McNab is a lifelong servant of the game with experience as a professional player, coach, and soccer executive. He currently supports the sport at multiple levels, including local club development, national strategic planning, and governance. Neil believes the future of soccer in the United States depends not on titles or positions, but on our shared willingness to collaborate, invest in young players, and do what is right for the game. Off the field, he is a devoted husband and proud father of three children, all of whom share his love for sports, making the game not just a profession but a family passion.

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GETTING INVOLVED AT RUSH UNION

**WE NEED
YOUR HELP!**



Thank you!

- Team Managers
- RU Local Committee Members

There are other
ways to help!



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NOVEMBER 15 & 16

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FALL CUP

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