

World-Class Soccer Returns to The Rose Bowl With July 21 Match Between Chelsea FC and Inter Milan

Global Titans Help Kick Off Inaugural World Football Challenge, Culminating Four Days of Youth Tournaments & Festival Fun; Net Proceeds of July 21 Game to Benefit Los Angeles *Futbol Club*

PASADENA, Calif., May 4 /PRNewswire/ -- In what promises to be the most anticipated soccer match on American soil since the 1994 World Cup, a clash of the titans - Chelsea FC vs. Inter Milan - will take place at the Rose Bowl on Tuesday, July 21. The game, helping to kick off the inaugural World F Challenge, culminates four days of youth competitions, festival activities and a celebrity soccer match that will immediately precede the main event at 8 p.m. Net proceeds from the July 21 event will benefit Los Angeles Futbol Club, one of America's largest and most prominent club soccer organizations, which recently partnered with Chelsea to become LAFC Chelsea.

The meeting of two international soccer powerhouses, Chelsea and Inter Milan, is expected to be an epic competition not seen for fifteen years in Southern California. The match celebrates three milestones at the Rose Bowl - the 10th anniversary of the FIFA Women's World Cup, the 15th anniversary of the FIFA Men's World Cup and the 25th anniversary of soccer played at the 1984 Summer Olympics. Yet the upcoming match will stand on its own merits - never before have more than 40 World Cup players and six National Team captains taken the field together at the Rose Bowl. Fans can expect to see legendary first-team players that will include Michael Ballack, John Terry, Frank Lampard and Didier Drogba (Chelsea), and Hernan Crespo, Luis Figo, Zlatan Ibrahimovic and Javier Zanetti (Inter Milan).

LAFC Chelsea was launched in 2005 as an affordable option for skilled, yet economically disadvantaged youth to play top-tier club soccer. While offering professionally coached sports, LAFC also provides educational assistance, such as homework and SAT tutoring, to its members. Based in Los Angeles, and recently expanding to Houston, it has nearly 1,000 players across 50 boys' and girls' teams, U5 to U19. Last July, LAFC "stunned U.S. Soccer officials by becoming one of only two clubs whose under-16 and under-18 teams each qualified for the final eight-team tournament of the new U.S. Soccer Development Academy, an elite league that comprises 74 of the U.S.'s best clubs competing in showcases around the country," according to Sports Illustrated (10/6/08). Playing all over the U.S., LAFC has placed seven of its players on U.S. national teams and Olympic Development Program rosters during the last year alone.

"We are thrilled that our English partner, Chelsea Football Club, will be coming to Southern California. This will be a wonderful chance for our young LAFC players to witness truly world-class soccer, as well as a much-valued opportunity to raise funds for our programs," stated LAFC President Don Sheppard, a former entrepreneur turned philanthropist who has put over \$2 million of his own into youth sports. Explains Sheppard, "We're not just about promoting sports, we're about changing lives."

For more information about the Rose Bowl event and LAFC Chelsea, please visit www.lafcsooccer.com.

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