



AVID Soccer Begins Coverage of Soccer Lifestyle Products

Beginning March 2008, the AVID Soccer Equipment Review will begin coverage of lifestyle products. This broad category includes most soccer related apparel, gear or accessories for pre-game, post-game and off pitch. The goal is to present products that keep soccer part of every day life and add flair and style to play.

Palmdale, CA, March 03, 2008 --(PR.com)-- For almost two years, the AVID Soccer Equipment Review has tested a variety of apparel, training/coaching gear, soccer balls and books related to playing the game. Beginning in March, AVID Soccer will expand their coverage and testing to include off-pitch apparel and gear.

In addition to the usual durability, maintenance and usability testing, AVID Soccer will also present more qualitative results. Focus group opinions and style factors will play a larger role. After all, lifestyle is all about style. Products covered (blog.avidsoccer.com/categories/Lifestyle.aspx) will include items for soccer players and soccer families. Covered equipment includes:

- Clothes (jackets, shirts, shorts)
- Shoes (training, street soccer, pre/post game)
- Accessories (Electronics, hats, bags)

Manufacturers have already supplied a range of products to fill the launch week, but AVID Soccer will continue to add products throughout the year. Manufacturers interested in providing products for review should contact AVID Soccer directly at reviews@avidsoccer or read the submission instructions at <http://www.avidsoccer.com/productsubmissions.htm>.

About AVID Soccer:

AVID Soccer is a grass roots organization that provides information and training to individual players, groups and teams. AVID Soccer consists of coaches and trainers dedicated to improving the image of soccer; the level of training; and the level of play.

The AVID Soccer Equipment Review (blog.avidsoccer.com) provides objective testing services, reviews and information on soccer equipment and related products. They currently have over 20 testers ranging from U-9 players through semi-pro. The AVID Soccer Equipment review web log was founded in March 2006.

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Online Version of Press Release:

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