

Carlsberg announced as Presenting Sponsor of the Pacific Cup



September 19th, 2011

The Vancouver Island Soccer League (VISL), the Fraser Valley Soccer League (FVSL) and the Vancouver Metro Soccer League (VMSL) are pleased to announce that Carlsberg will be the presenting sponsor of the Pacific Cup, a joint effort by the three leagues, with the support of the BCSA, to build senior mens soccer in British Columbia.

This is the second year of the Pacific Cup and the first year that the VMSL has participated. The inaugural competition was won by Gorge FC over Gordenhead FC in the final, both of the VISL.

With the addition of such a high profile sponsor as Carlsberg and the largest league in the province (the VMSL), the goal is to gain more exposure for this new competition that gives the senior leagues across the Lower Mainland and Vancouver Island a chance to pit their skills against each other in an additional competition during the winter season.

Ultimately the plan is for the competition to develop into a more traditional Champions League style of group play that is separate from weekly league play and provides the opportunity to face teams in different leagues in a different format than the spring time Provincial Cup competition.

Carlsberg Pacific Cup qualification is achieved through previous season's league placement with additional spots going to the two past finalists from the Provincial Cup.

The 2011 Carlsberg Pacific Cup commences September 21st, 2011 and the 2011 final will be hosted by the FVSL on the weekend of December 3rd, 2011.

The Carlsberg sponsorship entails Carlsberg product sampling for every team that qualifies for the tournament and each time a team advances.

The Carlsberg Pacific Cup includes a \$1000 first place cash prize and a \$500 second place cash prize.

Carlsberg will present a tournament MVP package at the final and winners' commemorative T-shirts. The attractive Carlsberg Pacific Cup is held by the winners for the season.

Carlsberg is committed to soccer on a global scale from the highest professional levels of the game right down to the grass roots level. Carlsberg sponsors the Euro Championships, various club and national teams as well community level teams around the world.

The VISL, FVSL and VMSL encourage their members to support Carlsberg at retail locations and at licenced premises.

Carlsberg Pacific Cup 2011 – Round One Fixtures List

Wednesday September 21st

ICST Pegasus (VMSL) vs. Westside FC (VMSL) 8:45 pm, Newton Athletic Park, Newton

Friday September 23rd

Coquitlam MF Wolves (VMSL) vs. Surrey FC Athletic Club (FVSL) 8 pm, Town Centre East, Coquitlam

Port Moody Gunners (FVSL) vs. ICSF Inter (VMSL) 8 pm, Port Moody Turf, Port Moody

Saturday September 24th

Bays United FC (VISL) vs. Delta United Hurricanes (VMSL) Noon, Blanshard Park, Victoria

Gordenhead FC (VISL) vs. West Van FC (VMSL) 2 pm, Blanshard Park, Victoria

Columbus FC (VMSL) vs. Poco FC (FVSL) 2 pm Adanac Park, Vancouver

Peace Arch United (FVSL) vs. Richmond FC Hibernians (VMSL) 2:30 pm, SSAP #7, South Surrey

Surrey United FC (VMSL) vs. Cowichan FC (VISL) 3 pm Cloverdale Athletic Park, Surrey

For more information contact:

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