

**FOR IMMEDIATE RELEASE:**

**A Win-Win: Bordeaux FC's Labat and Bethesda Soccer Club Partnership**

**Bethesda, Maryland (USA)—August 2012**—Pierrot Labat, Bordeaux's FC world renowned soccer trainer and former France World Cup Championship Coach arrived in Bethesda, Maryland (USA) to deliver elite training to Bethesda Soccer Club (Bethesda) Premier Travel Club and Player Development Program. Labat has developed his own proven soccer methodology and has partnered with Bethesda Soccer Club for a win- win result.

At Bethesda's Deep Creek Lake Training venue, Labat worked with over 60 premier Bethesda travel players and coaches to deliver his precise methodology. Labat's life work of over 40 years allows the player to reach their highest level of soccer. This total soccer methodology includes: technical skills, foot placement with the ball, and confidence mentoring.

Bethesda players, coaches, and Directors have embraced this training with zest and extreme interest. Coach Matt Ney of the Bethesda Gunners stated, "Pierrot is captivating as the master of technique and precision. He has helped us improve technically by over 75%; other teams are just not as technical as us. "

Since the partnership was developed in early 2010, Labat and Bethesda have worked together to deliver over 30 player and coach training sessions, a player exchange program at the Bordeaux FC Academy in Southwestern France and coach introductions at the Bordeaux Professional Club for youth soccer development.

Bethesda's curriculum which was designed and implemented by the Director of Coaching, Jonathon Colton (USSF 'A' License) and Labat's methodology complement each other. "These new methods allow the player and the coach to reach the highest level," stated Colton, "we are prepared for the future." "Coaches are at a point where they are real comfortable with the new tools; some have changed up to 50% in the way they train with incredible results", further stated Colton.

Under Colton's guidance, Bethesda embraces various international best practices for its nationally ranked Player Development Program. Previously travelling to and observing youth systems in Holland and Brazil at PSV, Ajax, and Fluminense; Colton has created a Youth Program modeled after some of the Top Youth Professional Programs in the World.

**About Pierrot Labat**

Labat is the former soccer trainer, Technical Director and Pro Team Assistant Coach of Bordeaux FC of France Ligue 1, and has coached former French soccer players as Bixente Lizarazu, Zinedine Zidane and Christophe Dugarry from the France World Cup Championship Team in 1998.

Labat embraced the basics of his methods at the training center for the Girondins de Bordeaux, with Ante Mladinic, a distinguished trainer and coach in the former Yugoslavia. “Ante convinced me of the necessity to make technique and footwork with a ball the ‘basic soccer skills’ and not overlook anything that can have a positive influence on the player’s mind, his psychology, essential for his growth,” Labat stated. These methods were implemented for many years at Ajax Amsterdam before being exported by Johan Cruyff at FC Barcelona and across European soccer clubs. Taking into account the evolution of high level soccer, Labat updated these methods through his experiences with several generations of players at Girondins of Bordeaux, from the soccer youngsters to the professional team.

The Four Action Rules of: Demonstration, Execution, Correction and Repetition have been at the center of the method. Receiving requests to assess trainers at the elite and professional levels confirmed to Labat that his modifications were successful.

Labat has a strong following of talented players who include Bixente Lizarazu, Zinedine Zidane and Christophe Dugarry. Lizarazu claims, “It is an unusual training method (which is presented on his DVD), but very effective.” (Labat, Pierrot, Feb 2009, **Skills and Footwork Training for the Soccer Player**, DVD/Book in French)

Labat’s decision to partner with Bethesda Soccer Club allows him to carry on his soccer legacy of the total soccer methodology.

### **About Bethesda Soccer Club**

Bethesda Soccer Club is a Premier Travel and Youth Development Program based in Montgomery County, Maryland, outside Washington DC, with over 30 years of soccer excellence. Bethesda Soccer Club started as three teams in 1979, competing as the Bethesda Boys Club. Today, we have some 40 boys’ and girls’ teams from ages U-8 through U-19 that competes in various leagues in Maryland and Region I.

Bethesda teams have had a long history of success, from league play to tournaments to cups at the state, regional and national levels. Our teams compete in the USYSA Region I League, the National Capital Soccer League (NCSL), the Virginia Club Champions League (VCCL) and the Washington Area Girls Soccer League (WAGS). Our young teams play in the Olney-Bethesda Soccer League (OBSL), a developmental league that we co-run with the Olney Soccer Club. Bethesda players have had success with their teams and beyond.

Many of our players participate in ODP at the state and regional levels with a good number selected for the national team pool. Our players have led their high school teams and many have gone on to have successful collegiate careers. The Club philosophy is to develop our players so that they are prepared to compete at the next level.

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