

# Welcome to Free Kick magazine

I am honoured to present you with our great new soccer magazine. Having traveled around the world playing, coaching, and writing about the beautiful game, I express the obvious by pointing out the passion, love, and devotion football brings to people in all walks of life.

In Canada, I felt the need to bottle up this enthusiasm and place it into a publication that will remind ourselves of the joy, fitness, friends, direction and connection the game gives to our lives. Sometimes we forget these important points. In our country, we have near a million registered participants of all ages, genders, and ethnicities and millions more directly and indirectly contributing to the sport.

In the summer of 2007, over a million fans came to see football matches throughout Canada during the FIFA U20 World Cup. Nationally, millions more watched the games on television. Toronto FC is selling out all of their home games in their newly built BMO Soccer Stadium. The desire to promote, follow, and play soccer has never been stronger in Canada. We are a country hungry for more international games and professional teams.

Free Kick Magazine presents human interest stories that convey the magic and foundation of hope the sport brings locally, as well as globally. Stories like those from the survivors of wars in Africa who continue to play football one-legged on crutches. Or the Homeless World Cup, a competition that gives people living on the street the chance to improve their lives by overcoming addictions through training with a team and competing for a goal.

Free Kick's aim is to capture the spirit embodied by the people who's lives are touched by this great sport. We believe this essence will have readers coming back again and again, eager to live the beautiful game through these stories that we so proudly share.

Best Wishes,

Carrie Serwetnyk, editor

**Our mission:** To promote the universal passion of soccer with a positive voice.

**About Free Kick Magazine:** Free Kick is a 24-page, full colour, one-of-a-kind free publication highlighting the passion and spirit of the world's most beloved sport. Readers can expect an in-depth coverage of the game's impact on society and individuals both locally and internationally.

**Goals for Free Kick:** To be the most loved soccer magazine in Canada. We aim to be the first magazine soccer enthusiasts and mainstream readers search for about the beautiful game. We offer our readers inspirational coverage unmatched anywhere else in Canada.

**Facts:** The Canadian Soccer Association reported that in 2006 there were 854,750 registered players in Canada with 124,405 from British Columbia. BC represented a growth of 54% since 1995. Add to this the unaccounted number of soccer moms, dads, school teams, recreational players, coaches and fans and the amount of "soccer involved" individuals in BC is staggering. All indicators suggest that Canadians, specifically British Columbians, are joining the world in embracing the world's most popular sport.

During the U20 FIFA World Cup, our country recorded its largest attendance of any sporting event in history with over one million tickets sold. During broadcasts by CBC, they coined Canada to be on the brink of becoming a "soccer nation."

The need for Free Kick Magazine and its positive view on the world of soccer has never been more apparent.

**Our readers:** In British Columbia and throughout Canada, soccer attracts players, coaches, fans and soccer parents of all ages and ethnicities. They are the core readers of Free Kick Magazine.

With our emphasis on human interest stories from around the world, Free Kick is also a fascinating read for the mainstream audience who may not identify themselves as soccer fans.

**Editorial Content:** Free Kick offers our audience interviews with influential leaders, a kids's section, a mother's take on soccer, the coach's corner, a health watch, personal stories, cartoons, the SoccerScope, recipe ideas, word games and much more. Readers will be inspired to explore the joy football brings to so many people here at home and across the globe.

## CONTACT:

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**Carrie Serwetnyk,**  
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Inductee: Canadian  
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