

USL and Hisense USA Announce Tampa Mini Pitch Opening



The Nov. 17 Grand Opening event to include Tampa Bay Rowdies players, youth clinic and local officials

TAMPA, Fla. (Sept. 20, 2022) – The USL and Hisense USA today announced a new mini pitch, built in collaboration with the U.S. Soccer Foundation and the Tampa Bay Rowdies, will be unveiled Nov. 17 at a grand opening ceremony. The ribbon-cutting will take place at the Rowdies' new training facility near Veterans Expressway at 8108 Benjamin Road, Tampa and is set to include appearances by Rowdies players, USL executives and local officials – with a free youth clinic and giveaways for attendees.

The mini pitch is the first in the Hisense Community Pitch Program established earlier this year when the organizations entered a multi-year partnership, making Hisense USA the Official Television of the USL. The mini pitch will be available for open play and local youth organizations. Constructed by Musco Lighting, the mini pitch will have the dimensions of an international futsal court, built-in goals, a high-performance acrylic playing surface and factory-aimed TLC for LED luminaires.

“Unstructured, small-sided games are a great way to fall in love with soccer and get exercise,” said Josh Keller, USL Senior Vice President of Corporate Development and Partnerships. “We applaud and thank Hisense USA, the U.S. Soccer Foundation, and the Tampa Bay Rowdies for working together to create this new space for the community,”

“Hisense USA is proud to partner with the USL to make the sport of soccer more accessible in the US, said David VanderWaal, Vice President of Brand Marketing. “As a brand for the people, Hisense recognizes the importance of creating a community through soccer and giving back to grassroots efforts that ensure everyone, regardless of their background, has the opportunity to partake in this international pastime.”

Hisense is the second largest manufacturer of LCD TVs in the world* and is in its third consecutive year of growth in the TV market – continuing to prove its leadership in the industry. Hisense USA is focused on making great products and putting those products, technologies and features within people’s reach. Today, Hisense USA offers a range of technology products including televisions, laser TVs, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers.

“We are proud to join the efforts to increase access for local youth by providing training sessions and soccer clinics at this incredible new facility,” said Tampa Bay Rowdies Vice Chairman Brian Auld. “It also serves as a reminder to our Rowdies players of where they started — on fields in their own neighborhoods growing up — and how they can be an inspiration for the next generation of soccer players.”

About USL

Impacting more than 200 communities, the United Soccer League (USL) is the largest professional soccer organization in North America. The USL is the first and only soccer organization in the United States to build a youth-to-professional pathway for both women and men within one ecosystem. That structure includes three professional leagues: USL Championship (men), USL Super League (women, coming soon), and USL League One (men); two national pre-professional leagues: USL League Two (men) and W League (women); and two national youth leagues: USL Academy and Super Y League.

For more information, visit www.uslsoccer.com.

About Hisense USA Corporation and Hisense Company, LTD.

Established in 2001, Hisense USA Corporation offers a range of technology products including televisions, laser TVs, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers – with a mission of delivering feature-packed products at a fraction of the cost. In 2021, the company was the fastest-growing among the top five TV brands in North America and continues to grow year after year domestically and globally. Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., a multi-national consumer technology manufacturer and one of the largest television brands in the world.

Learn more: Hisense-usa.com | [Facebook](#) | [Instagram](#) | [YouTube](#) | [Twitter](#).

**According to a July 2022 report from TrendForce*

About the Tampa Bay Rowdies

The Tampa Bay Rowdies are a member of the USL Championship. The team plays its home games at Al Lang Stadium in Downtown St. Petersburg. Originally founded in 1974, the Rowdies played in the original North American Soccer League and other various leagues from 1975 to 1993. After a hiatus, the Rowdies were revived and took the field again in 2010. The team has claimed two league titles, one in the inaugural 1975 season and another in 2012. The Rowdies have won two Eastern Conference titles since joining the USL Championship in 2017.

About U.S. Soccer Foundation

The U.S. Soccer Foundation's programs are the national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports. Its cost-effective, high-impact initiatives offer safe environments where kids and communities thrive. Headquartered in Washington, D.C., the U.S. Soccer Foundation is a 501(c)(3) organization. For more information visit www.ussoccerfoundation.org or follow us on [Twitter](#) and [Facebook](#).

About Musco

Since 1976, Musco Lighting has led the world in the design and manufacture of sports and large area lighting solutions. The company has pioneered the most innovative systems using metal halide and LED technologies, resulting in an unparalleled ability to control glare and light spill in a way that's cost effective and energy efficient. Musco has been engineering LED systems around the globe for more than a decade, and has designed permanent and temporary solutions for everything from Little League® fields to Olympic Games. The company has earned awards including an Emmy for the quality of its lighting in television broadcasts and a Technical Academy Award for movie lighting. Musco's global team of experts partner with customers to plan, complete, and maintain a trouble-free solution for their facilities.

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