

HALLARON MEDIA

21 Waterway Avenue, Suite 300, The Woodlands, Texas 77380
(281) 362-2883 | (877) 354-5898 | www.HallaronMedia.com

MEDIA RELEASE FOR IMMEDIATE RELEASE

Champions League Coach Maaskant to Join Texas Dutch Lions

Famed Dutch Soccer Coach Comes to America in Giant Leap Forward for Texas Professional Soccer

THE WOODLANDS, TEXAS (April 26, 2012) All eyes are on Texas as soccer fans both at home and abroad marvel at the most recent career move for Coach Robert Maaskant. A native of Holland, Maaskant has accepted an offer to coach the [Texas Dutch Lions Football Club](#), a Premier Development League Based out of The Woodlands, Texas, the Texas Dutch Lions is a [United Soccer Leagues](#) PDL team.



No stranger to international soccer fans, Maaskant began his professional soccer career as a Midfielder, perhaps most notably with SVB Excelsior, an Eredivisie team in the Netherlands and Motherwell FC, a Scottish Premier League team. Maaskant moved on to coaching with teams like Willem II, NAC Breda and Wisla Kraków. During his time with Wisla Kraków, Maaskant coached the team to a much celebrated 2010-2011 Polish Championship (Ekstraklasa) victory.

In addition to a world-renowned coaching career, Robert Maaskant is known for advising other top coaches. This June, Maaskant will travel to Celta di Vigo, Spain where he will lecture Spanish [UEFA Champions League](#) coaches prior to the UEFA Championship League Final (Euro 2012). Among conference attendees will be reigning UEFA Champions, Barcelona's coach, Josep "Pep" Guardiola i Sala. Maaskant will also serve as a Dutch national television Euro 2012 analyst.

“The Texas Dutch Lions believe Maaskant will accelerate our plans of providing a ‘Gateway to Professional Soccer’ both locally and internationally for aspiring athletes,” says Dutch Lions’ Director of Marketing, Cheri Finkelstein. “The Lions’ focus is to put The Woodlands area on the soccer map with a high quality Pro team and superior youth development program.”

The Texas Dutch Lions will play their first 2012 season game against the Austin Aztex at Woodforest Stadium, their home field, May 5th at 7:30 p.m. Individual tickets will be \$15 for reserved seating and \$10 for general seating. For information on tickets or ticket purchasing, please visit texasdutchlionsfc.com/site/tickets/

About Dutch Lions FC: Dutch Lions FC is the premier Dutch-American youth and professional soccer club. With soccer schools in Dayton and Houston, partnerships with the Dutch Eredivisie club FC Twente and the English premier league club Manchester United, and professional teams in Texas, Ohio, and Europe, Dutch Lions provides many benefits for their players. The club utilizes licensed coaches, professionals, and former players who teach members the technical skills and tactical development from an early age, the cornerstone of the Dutch approach to soccer. Dutch Lion club members receive excellent training and preparation for advancing to the highest skill levels within the world of soccer. They also benefit from the rich experience of learning from professional players.

XXX

For more information:

Contact Staci Talamonti
(281) 362-2885
toll free (877) 354-5898
staci@hallaronmedia.com
<http://www.hallaronmedia.com>