

Sting Soccer's Tradition and Character Revealed in Brent Coralli's Latest Blog

Brent Coralli, CEO of Sting Soccer, reveals the importance of both for his youth soccer club team.

Brent Coralli, CEO of Sting Soccer, posted today his latest blog on [tradition and character](#).

By now, anyone with a television or computer has seen the lighting of the Olympic Cauldron signifying the opening of the XXII Olympic Winter Games in Sochi, Russia. The 2014 Winter Olympic Games began on February 7th and will continue through February 23rd, with the flame continually burning until the final ceremony. This tradition has deep roots.

The ancient Greeks believed that fire was given to humankind by Prometheus and they felt fire had sacred qualities. Mirrors were used to focus the sun's rays to ignite flames that would burn perpetually in front of Greek temples. Greek rituals also included torch relays which are now an important part of the dramatic Olympic spectacle.

"I believe this 'passing of the torch' is an important metaphor for all sports, including our soccer club," said Brent Coralli, CEO of Sting Soccer. "Over the centuries, it has become a tradition that ties all Olympic athletes, from every country, to this amazing athletic event."

Today, the Olympic flame is lit in front of the ruins of the Temple of Hera in Olympia, Greece. The flame emphasizes the connection between the ancient games and the modern ones. The modern use of the Olympic Flame began in 1936. It coincided with the advent of a long relay of runners carrying torches to bring the flame from Olympia to the site of the games.

The Sting Tradition for Excellence

Just as the Olympians pass the torch from runner to runner while keeping the flame of the Olympic spirit burning, the young athletes of Sting Soccer have their own traditions which give them a strong foundation based on the club's outstanding history. This unique tradition enhances strength of character which sets these young women apart from every other soccer club.

These two concepts – tradition and character – are two of the five pillars of the Sting Soccer mission.

To read Brent's entire blog about tradition and character – featuring comparisons to Southwest Airlines, references the "Power of the Myth" outlined by anthropologist Joseph Campbell, and a poem from Maya Angelou – [click here](#).