



ATLÉTICO DALLAS

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FOR IMMEDIATE RELEASE

Atlético Dallas Launches Free Elite Youth Academy, Creating Professional Development Pathway for North Texas Players

Inaugural program opens to U9 and U10 boys, offering professionally coached elite training at no cost to selected players

DALLAS, Texas (March 23, 2026) — Atlético Dallas today announced the official launch of the **Atlético Dallas Academy**, the club's new high-performance youth development program designed to identify, train, and elevate the next generation of elite soccer talent across North Texas.

The Academy establishes a clear and intentional pathway for young players to progress within the Atlético Dallas system, aligning with the club's long-term vision as it prepares for its USL Championship debut in 2027. The inaugural class will launch in Fall 2026, beginning with U9 Boys and U10 Boys.

The Academy is completely free for selected players. There are no club fees, no league fees, no coaching fees, and no uniform costs.

"This is one of the most important things we will build as a club," said **Matt Valentine, Founder and Chairman of Atlético Dallas**. "From the very beginning, we said that Atlético Dallas would be different. We're building an Academy where the pathway is based on ability, work ethic, and potential – not financial means. We want every young player in this community to know that if they're good enough, there's a place for them here."

The Academy will focus on advanced technical training, increased training intensity, and long-term player development, providing an environment designed to prepare athletes for the highest levels of the game. The Academy will be led by coaches **Iván Cifuentes and Carlos Indiano**, both products of elite European football academies – including **Atlético de Madrid** and **Valencia CF** – bringing a genuine professional standard to youth player development in Dallas.

"For us, this is about building the foundation of the club the right way," said Brian Corcoran, Sporting Director of Atlético Dallas. "You can't talk about building a professional club without investing in player development. The Academy allows us to work with young players early,

establish the right standards based on our playing principles, and create a clear progression into the professional environment. Just as importantly, we're doing it in a way that opens doors rather than closes them."

North Texas is widely recognized as one of the most talent-rich soccer regions in the United States, yet access to elite training environments often comes at a significant cost. Atlético Dallas aims to challenge that model by prioritizing opportunity, inclusion, and long-term development.

Registration for Academy tryouts is now open. Players identified as candidates will be contacted by April 1, 2026, with open evaluation sessions running from April 6 through May 22. Final roster selections for both inaugural teams will be made by the end of May. The Atlético Dallas Academy will train at the **Dallas Soccer Park at Elm Fork** (formerly MoneyGram Soccer Park), located at 2100 Walnut Hill Lane, Dallas, TX 75229.

For more information about the Atlético Dallas Academy, visit atleticodallas.com/academy.

ABOUT ATLÉTICO DALLAS

Atlético Dallas is a professional men's soccer club coming to the historic Cotton Bowl in 2027 as part of the [USL Championship](#). Co-founded by lifelong friends and soccer enthusiasts Matt Valentine and Sam Morton, the club is committed to developing world-class talent, serving the North Texas soccer community, and creating opportunities for players at every level of the game.

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