



FOR IMMEDIATE RELEASE

Central Alberta Soccer Association Announces Jason Blake as New Director of Soccer Operations and Development

The Central Alberta Soccer Association (CASA) is thrilled to announce the appointment of Jason Blake as its new Director of Soccer Operations and Development. With an impressive background in player development, coach education, and professional youth soccer operations, Blake brings a wealth of experience and expertise to this crucial role.

Jason's extensive qualifications include the prestigious UEFA 'Pro' Licence, Canada Soccer 'A' Licence, and English Football Association Academy Managers Licence, among numerous other certifications.

Blake's career history showcases his ability to excel in high-level soccer development roles. Most recently, he served as the Technical Director for the Alberta Soccer Association, where he devised and delivered grassroots programming, led coach education initiatives, and monitored provincial programs in alignment with Canada Soccer standards.

Prior to his work with the Alberta Soccer Association, Blake held positions such as Academy Director at Dalian Yifang Football Club in the Chinese Super League and Director of Football Operations at the University College of Football Business (UCFB) based at Wembley Stadium. His experience also includes significant roles with professional clubs like Burnley FC and AFC Bournemouth, where he served as the Academy Director and Centre of Excellence Manager.

"We are thrilled to welcome Jason Blake to the Central Alberta Soccer Association," said Jon Mulder, President of CASA. "His extensive experience in player development, coach education, and soccer operations at the highest levels will be invaluable as we continue to grow and enhance our programs in Central Alberta."

As the new Director of Soccer Operations and Development, Blake will be responsible for overseeing all aspects of CASA's technical programming, including player development pathways, coach education initiatives, and operational strategies to further elevate the provision of soccer in the region.

Jason Blake commented on his appointment, saying, "I am excited to join the Central Alberta Soccer Association and look forward to working with the community that my family and I live within to build upon the strong foundation already in place. Together, we will strive to create an environment that prioritises participation at all

levels, promotes a culture of collaboration, and provides progressive opportunities for players, coaches and officials.”

Blake will assume his new role effective November 1st. Blake's appointment marks an exciting new chapter for CASA. The Central Alberta Soccer Association is confident that his leadership will drive significant advancements in soccer development with CASA's seventeen members throughout the region.

For more information, please contact:

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About Central Alberta Soccer Association:

The Central Alberta Soccer Association is the governing body of soccer in District 5. Our mission is to create a player centred approach, where safety, fun and development of the players is foremost. Watch the individual players grow and develop their skill set, both mentally and physically in a fun, safe and inclusive environment. Provide a safe environment where volunteers, parents, coaches and association members have the ability and encouragement to learn, develop and love the game.