



ACTIVITIES

AFTER HOURS ATHLETE PARTY (AGES U15-U19)

Friday, July 17 • NSC Sports Hall • 2000-2145 • Participant wristband required • Chaperones required • FREE

For big kids only! Join your friends and come to the party your parents would never let you have. The SCHWAN Zone will open its gates and let all participants test their skills against various interactive inflatables. Extra inflatables, challenges, and activities, will be set up specifically for the After Hours Party so don't miss your chance to play hard and have fun!

ATHLETE PARTY (AGES U9-U14)

Friday, July 17 • NSC Sports Hall • 1800-1945 • Participant wristband required • Chaperones required • FREE

Join your friends and come to the party your parents would never let you have. The SCHWAN Zone will open its gates and let all participants test their skills against various interactive inflatables. Extra inflatables, challenges, and activities, will be set up specifically for the Athlete Party so don't miss your chance to play hard and have fun!

AWARDS PRESENTATION

Sunday, July 19 • NSC Sports Hall • 1000-1800 • FREE

Following each championship game, teams are awarded trophies and medallions at a grand stage in the NSC Sports Hall. This is a great opportunity to support other teams and cheer on your fellow participants.

BRUNSWICK ZONE BOWLING – OPEN BOWLING

Tuesday, July 21 – Saturday, July 25 • Brunswick Zone • 1100-2100 • Participant wristband required • Chaperone required

Come enjoy bowling with your friends on 32 lanes of non-stop fun complete with cosmic lighting and atmosphere. Only 5 minutes from the NSC. Receive \$1 off per bowling game and a \$2 game card for other activities. Transportation provided from the NSC per request.

COACH/REFEREE SOCCER GAME

Friday, July 17 • Location TBA • 2100-2230 • FREE

A great way for coaches and referees to meet other coaches and referees from around the world! This friendly challenge will take place on lighted fields at the NSC. Just show up! If enough people come to play, players will be divided into more competitive/ less competitive teams.

COACHES/VIP PARTY

Saturday, July 18 • VIP tent at North end of NSC Stadium • 1905; during the Thunder Game • Invitation Only

It's all about fun! Socialize with other coaches and VIPs in a great atmosphere. Let Schwan's USA CUP treat you to a FREE dinner while watching the Minnesota Thunder take on the Austin Aztex from the brand new VIP area in the stadium. Invitations required. Photo ID required for alcohol.

FINAL TEAM CHECK-IN – SCHWAN'S USA CUP WEEKEND

Thursday, July 16 • SCHWAN Center (located at the north end of the NSC Stadium) • 1400-2000 • ONE DAY ONLY!

Teams will receive final game schedule and other final tournament information at this time. A coach or team manager may check in the team. Player passes/Canadian books/player cards or passports are required. See Team Checklist for specifics.

GOLF - OPEN GOLF

Thursday, July 16-Sunday, July 19 • NSC's NYGC Victory Links • 1030-1500 • Up to 4 people per group • Chaperone required • Youth \$10 and Adults \$20 with tournament wristband

Victory Links would like to invite everyone to play a round of golf on Minnesota's only public PGA Tour designed golf course! Rental golf clubs are available for use on our beautiful golf course. Call 763.717.3240 to make a tee time.

GOLF - OPEN PUTTING

Friday, July 17 – Sunday, July 19 all day • NSC's NYGC Tournament Greens • Participant wristband required • Chaperone required • FREE

Take a break from grueling soccer action and play a leisurely round of golf at the NSC's National Youth Golf Center Tournament Greens!

ICE SKATING

SCHWAN Super Rink • Friday, July 17 • 1200-1300 • Participant wristband required • Chaperone required • FREE

Whether you're an all-star hockey player, a top figure skater or haven't put on skates in years, come cool off and skate at SCHWAN Super Rink. Free skate rental for participants.

INFORMATION BOOTH

SCHWAN Center • Friday, July 17-Saturday, July 18 • 0900-1600 • North of Field U2 under the flag poles

Have a question? Want more details about an exciting SCHWAN'S USA CUP activity? Come to the Information Booth for daily information on soccer and non-soccer related events both on and off the NSC complex! Booth will move to SCHWAN Center in case of inclement weather.



MINNESOTA THUNDER GAME

Saturday, July 18 • NSC Stadium • 1905 • MN Thunder v. Austin Aztex

Experience fast paced professional soccer as the Minnesota Thunder takes on the Austin Aztex. Special discounted tickets are available for SCHWAN'S USA CUP participants. Call 763.785.5601 to pre-order. Tickets can be picked up at final team check-in.

MONDAY TOURS

Monday, July 20 • Chaperones required • Cost and times based on tour • Registration forms and detailed information available online now.

Looking for something to do between SCHWAN'S USA CUP Weekend and SCHWAN'S USA CUP? Sign up for one of our "Monday Tours." Available tours include a trip to the Mall of America, a day of fun at Valley Fair Amusement Park, a visit to the Science Museum of Minnesota, and a shopping excursion to the Albertville Premium Outlets. Spots are filling up quickly, register soon.

OPENING CEREMONIES

Tuesday, July 21 • NSC Stadium • 2015 • Participants LINE UP AT 1930 by fields C1 and C2 • FREE

Even though SCHWAN'S USA CUP Weekend is over all teams are invited back to participate. SCHWAN'S USA CUP features an Olympic-style ceremony showcasing ALL teams in SCHWAN'S USA CUP and SCHWAN'S USA CUP WEEKEND. This colorful parade leads up to the lighting of the cauldron and is a highlight of the event! Teams are requested to march wearing team uniforms or cultural costumes representative of their homes. Many teams carry team banners and country or state flags. Teams will march by country, state or Minnesota soccer club. Parade assignments can be found on the USA CUP web site in the final days leading to the event. The assignment will contain a map of where your team should go to line up. Please bring water to hydrate your participants during the event ceremonies. NOTE: Throwing of objects to the crowd is prohibited. Immediately following the Opening Ceremonies will be an spectacular firework display and the SCHWAN Fest Concert.

PINS AND PATCHES TRADING

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1300-1500 • FREE

A popular activity at international events like SCHWAN'S USA CUP WEEKEND is the trading of pins and patches. We encourage your team to come prepared. Don't leave without collecting memories of teams you've played or the people you've met. A designated pins and patches trading area will be set up at the NSC so pin-trading enthusiasts can find each other. Soccer Express will also be on-site to cater to your last minute pin needs!

PUMA LAB

Friday, July 17- Sunday, July 19 • Main Parking Lot Island

The PUMA LAB - It's What's Inside!

What is inside you ask? A mecca of PUMA activities is what, and your tournament experience won't be complete without testing out each one!

PUMA Lounge: It is so much more than just a lounge! In addition to hanging out on oversized bean bags, couches and seating, make sure to have some fun with all of the daily lounge activities:

- **Air Conditioning** will be pumping through the lounge all day long to keep you cool and give you a break from the MN heat!
- **Guitar Hero: World Tour!** We know you can perform on the field, but let's see you take your act to the stage inside the Lounge
- **PUMA Photo Booth** Capture instant memories with old and new friends in the photo booth and take them with you - a great tournament memento!
- **PUMA Hair Salon** Step into the Lounge and walk out with a new hair style! Add team colors and styles to your team uniforms!
- **Plinko** Take your chances on this giant Plinko board to win a PUMA prize on the spot
- **Secret Spotter** Stop by the Lounge and get your temporary PUMA Tattoo. If seen by our secret spotters around the National Sports Complex, you will get a prize instantly!

PUMA LAB Store - Visit the PUMA LAB Store all week for official SCHWAN'S USA CUP merchandise and other great PUMA products.

PUMA Shoe Demo Program: Want to test out a pair of this year's coolest PUMA kicks? All you need is an ID and you'll be off and running in statement PUMA cleats. Try them out in your game, warm up or at the **Soccer Express@-Shirt Kick**. See which shoe feels the best and try-on as many as you wish.

PUMA Tent Rentals: Is it 100 degrees out and the new airline luggage laws didn't allow you bring a tent from California? No problem! PUMA is "renting" out a limited supply of pop-up tents for team usage throughout the tournament. Head to the info desk in the PUMA lounge, leave an ID and the tent is yours for the day! First come, first served.

PUMA Transportation: Being the largest sports complex on earth lends to some pretty far walks from field to field. This year PUMA will have 8 golf carts that will circulate around the facility to bring you to your game, carry your equipment or bring you to any of the exciting activities going on during the tournament. There will be stops all over campus so make sure to keep your eye out.

PUMA Research Center: Want to actually tell the creators of PUMA cleats what you like about them? How they could be better? What colors you want to see? PUMA will be looking for volunteers to participate in some fun focus groups while at the tournament in exchange for some great PUMA gear. Bring the whole team!



Soccer Express®-Shirt Kick: This huge inflatable goal on the National Sports Center grounds offers participants a chance to check the accuracy of their shot and win prizes. For \$1, participants get three chances to hit different shirts hanging from a line across the back of the goal. Hit a shirt off the line, and it's yours!

PUMA MISTER

Friday, July 17-Sunday, July 19 • North of Field U2 under flag poles • FREE

The PUMA misting tent provides a great escape from the hot summer weather. Cool down in the PUMA misting tent and feel refreshed without getting soaking wet.

PUMA vELITE FEATURED GAMES OF THE DAY

Friday, July 17 – Sunday, July 19 • NSC Stadium • FREE

SCHWAN'S USA CUP will feature PUMA vElite Group teams competing in the NSC stadium. Be there to see one of this Elite 16 boys group leading up to what promises to be an intense championship match.

PUMA WORLD STORE

Thursday, July 16 to Monday, July 20 • 1000-1900 • NSC Sports Hall

Visit the PUMA World Store all week for official SCHWAN'S USA CUP WEEKEND merchandise and other great PUMA products.

REFEREE FINAL CHECK-IN/REFEREE MEETING

Wednesday, July 15 • 1800 • Thursday, July 16 • 1800 • SCHWAN Center • Gold Room A

All referees are required to attend ONE mandatory meeting. All meetings will be held in the SCHWAN Center. Immediately following each meeting, referees will be able to check in and receive their game schedule.

SCHWAN FEST CONCERT

Tuesday, July 21 • NSC Stadium • 2015 • Following Opening Ceremonies • FREE

It's official! This year's SCHWAN'S USA CUP will kick off with a live concert immediately following the Opening Ceremonies. This is an evening soccer fans won't want to miss. The NSC Stadium will be filled with energy and the sounds of the premier local band, playing your favorite tunes. Come join the party!

SCHWAN ZONE

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 1000-1700 • Participant wristband required • FREE

Interactive soccer activities are a great way for your team to have fun while sharpening their soccer skills. Come challenge yourself or even a friend at one or all of the activities. The SCHWAN Zone features a large variety of interactive inflatable games. There's something for everyone.

VELODROME RACING

Thursday, July 16 • NSC Velodrome • 1900 • FREE

The NSC Velodrome is recognized as one of the fastest bicycle tracks in the country. Witness the spectacle of track cycling first-hand as part of your SCHWAN'S USA CUP experience.

VIP CENTER/TOURNAMENT HEADQUARTERS

Friday, July 17-Saturday, July 18 • 0700-2000 • Sunday, July 19 • 0700-1800 • SCHWAN Center - Second Floor

VIPs, coaches and college recruiters are invited to our hospitality zone adjacent to the SCHWAN'S USA CUP WEEKEND Tournament Headquarters. Ice cream and beverages are available to give you a boost as you enjoy tournament games and activities. This is a great place to network with other coaches and leaders, complete your team survey or just relax. Computer access is available for checking scores or your personal e-mail account. No participants or children are allowed.

WAL-MART HOCKEY CUP 3v3 TOURNAMENT

SCHWAN Super Rink • Saturday, July 18 • Sunday, July 19 • FREE

Are you an avid hockey fan? Or maybe you've never even seen a live hockey game before. Take a break from soccer and come watch some great 3v3 hockey, cool off, and grab a snack from the Hat Trick Café!



VENDORS

SCHWAN'S USA CUP includes a variety of vendors each year. Vendors will be added as they are confirmed.

EZEEFIT SPORTS

Tuesday, July 21-Saturday, July 25 • NSC Sports Hall • 900-1800

Ezeefit Sports began making anti-blister foot protectors in 2001 for the ice and inline speedskating market, where the athletes have had blister problems since the sport began. After years of research, proprietary materials were perfected to create a barrier to stop the rubbing and blistering where other products failed, or simply fell off while in use. Many of the skaters began using the Ezeefit Ankle Booties in other sports, including running, hiking, skiing and snowboarding, and soccer - with rave reviews. Blister problems solved!

NSC FUNDRAISING

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 900-1800

The National Sports Center has a great opportunity for all teams competing at the SCHWAN'S USA CUP! Come to the booth during Final Team Check-in or in the Sports Hall to learn how your team can raise money.

SCHWAN TRUCK LOAD SALES

In front of SCHWAN Center • Dates and Times TBD

The Schwan Food Company is proud to announce the return of the Truck Load Sales. Schwan's Home Service trucks will be on campus throughout the weekend, at various times, packed with tasty treats and meals ready to take home. Just look for the big Inca gold truck outside the Schwan Center.

SPORTS STAR PHOTO

Friday, July 17-Sunday, July 19 • NSC Sports Hall • 900-1800

Sports Star Photo, the SCHWAN'S USA CUP's professional photo vendor, will be taking action shots and an assortment of portraits for teams competing in the USA CUP. This year, Sports Star is stoked to feature team portraits, panoramic team shots, and star heads – giant "stickers" to post on your wall. Stop by the Sports Star table at Final Team Check-in to sign your team up!

SERVICES

CONCESSIONS

Getting hungry? Enjoy food at one of the conveniently located concession stands across the NSC complex and SCHWAN Super Rink. You can also save time and money with the Special SCHWAN'S USA CUP PowerAde, Arizona Iced Tea, and Dasani deal.

Facebook ®

Our official group on Facebook ®, *SCHWAN'S USA CUP 2009*, allows you to keep in touch with the SCHWAN'S USA CUP community all year long. Leading up to the tournament, see who's coming, and who thinks they're going to win. Even better, post your own tournament comments on our wall. If you're new to the tournament, you can watch video, check out photos and get an idea of what the tournament looks and feels like. It's also a great place to check out all of the amazing activities you can go to with friends! If you already have an account, simply search our group name and join. If not, go to www.facebook.com/ to create a profile.

KICK TV RETURNS!

One of the most popular new features of the SCHWAN'S USA CUP is Kick TV, the daily video show about all the happenings at the tournament. Past shows have received over 40,000 viewings to date. Kick TV will return for its third season at the 2009 tournament, with all new stories each day during the tournament. It'll be on www.usacup.org and best of all, it's free!

PUMA STORES

PUMA will be offering a full line of PUMA products and SCHWAN'S USA CUP souvenirs at four locations on campus. Along with the PUMA World Store in the Sports Hall (the biggest, most complete store), there will also be a PUMA Lab store and on site red and black trailers for convenient souvenir shopping.

SOCCERAMERICA TOURNAMENT EDITION NEWSPAPER

Check out the Official newspaper of the Schwan's USA Cup! The paper features articles about teams in the tournament, pictures and game schedules so you can stay informed. Look for the Welcome Edition on Friday, July 17th, as well as a follow-up edition on Saturday, July 18th.

WEBCASTING OF USA CUP WEEKEND GAMES

SCHWAN'S USA CUP Weekend will once again be offering webcasts of selected games and opening ceremonies. These webcasts will be available on a pay-per-view basis and can be viewed live or buy a permanent copy on a flash drive and watch your game again and again.



SCHWAN'S USA CUP WEEKEND
ACTIVITIES & SERVICES
July 17-19, 2009

