



### ***OUR BRAND...***

Not only is **UNITED** internationally synonymous with soccer, but it honors the collaborative relationship of the three towns that have comprised the Oyster River Cooperative School District since 1954 and been supported by the Oyster River Youth Association (ORYA) since 1991.

Our motto **STRENGTH IN COMMUNITY** celebrates the everyday contributions of parents and players in our volunteer driven organization and symbolizes what we can achieve when we put community first.

### ***OUR BADGE...***

While the **STARS** represent the three primary communities of Durham, Lee, and Madbury traditionally served by the organization, there is also intentional space left open for neighboring communities to partner.

The **3 CURVED LINES** represent the Oyster River that crisscrosses our communities. They also represent the three core tenets of our program: Respect, Passion, and Courage.

The iconic **SOCCER BALL** graphic instantly communicates the world's most popular sport.

### ***OUR STORY...***

Our story is rich in soccer history, led by a passionate and generous volunteer base. And while we have created a soccer specific logo that celebrates the beautiful game and generates excitement for our players and coaches going forward, the heart of our brand remains ORYA – a non-profit community organization dedicated to providing inclusive and developmentally appropriate youth sport opportunities.

Through the years we have grown from playing on any patch of grass we could find, to developing world class facilities such as Tibbett's Fields in Madbury, Little River Park in Lee, and Tucker Field in Durham, much of which was made possible by an extremely generous ORYA donor. We've developed a progressive developmental model crafted by volunteers like Tony Lepore, Director of Talent Identification for US Soccer and Marc Hubbard, UNH Head Men's Soccer Coach. Through this model, our volunteers continue to lay the foundation for countless girls and boys to grow and achieve success, both on and off the field. Players like Zack Simmons, named UMBRO's National Player of the Year while at UMass and eventually signed by the New England Revolution, took their first touches in the program.

It is a story we are still writing and one that others will continue to write for decades to come. We invite you to see for yourself, how three unique communities came together to create something special – something we can all be proud of.