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FOR IMMEDIATE RELEASE

READING SCORES BIG FOR SAN DIEGO SOCCER FANS

FEBRUARY 23, 2023, SAN DIEGO, CALIF. – San Diego Loyal SC announced today it has teamed up with local nonprofit Traveling Stories to launch “*Loyal Readers*”, a new program to inspire youth in San Diego to read more often.

Students in Kindergarten to 12th grade are invited to become “Loyal Readers” by submitting book reviews online. Each month, between March and October, one book review will be selected and its author will win a 4-pack of tickets to any SD Loyal home match during the 2023 regular season.

Launched in 2019, San Diego Loyal Soccer Club is a member of the USL Championship, a United States Soccer Federation sanctioned Division II league and one of the most competitive pro soccer leagues in the world. The club plays at Torero Stadium and is engaged in the community year-round.

“Reading has the power to change your life and can even make you a better athlete,” said SD Loyal Executive Vice President of Soccer Operations Landon Donovan. “Our club is proud to partner with Traveling Stories and we can’t wait to see what youth in San Diego are reading.”

Traveling Stories is a San Diego-based nonprofit that helps children build confidence and strong reading skills through personalized reading support and mentorship. Since it was founded in 2010, Traveling Stories has helped over 7,000 children across San Diego County.

“Making reading fun is our top priority,” said Emily Moberly, founder and CEO of Traveling Stories. “We’re excited for our partnership with SD Loyal because it frames reading in a new way and shows that you can be interested in both athletics and books. For youth who don’t yet enjoy reading, we hope the Loyal Readers program makes it a bit more enticing.”

Local Umbrella Media will support the Loyal Readers program as a co-promoter. Local Umbrella Media serves communities, kids, & causes throughout Southern California with 45+ hyper-local direct mailed newspapers and magazines. It reaches 150,000 households every month.

Students who would like to submit a book review may do so online through the Traveling Stories website at www.travelingstories.org/loyal. The website also has free, printable flyers that can be used to encourage more students to participate.

For more information about the Loyal Readers program or to submit a book review, please visit www.travelingstories.org/loyal.

Link to Loyal Readers social media graphics: [LINK](#)

Link to Loyal Readers Promotional Flyer for parents and educators: [LINK](#)

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ABOUT TRAVELING STORIES

Traveling Stories is a 501c3 nonprofit organization based in San Diego that exists to empower children to achieve their dreams. Through its Virtual StoryTent program, the organization matches students in 1st-3rd grade with trained reading mentors for weekly one-on-one reading sessions via video. Since it was founded in 2010, Traveling Stories has impacted over 7,000 children in San Diego County. To learn more about Traveling Stories' programs and volunteer opportunities, visit www.travelingstories.org.

ABOUT SAN DIEGO LOYAL SOCCER CLUB

Launched on June 19, 2019, San Diego Loyal SC is a men's professional soccer team that competes in The USL Championship, the fastest-growing professional soccer league in the world. In its third season in 2022, San Diego Loyal SC saw record crowds at Torero Stadium (University of San Diego) and secured a second consecutive playoff spot. The club is led by Chairman Andrew Vassiliadis, the youngest principal owner in The USL Championship. Landon Donovan, one of the most decorated soccer players in the U.S., leads the technical side as Executive Vice President of Soccer Operations and veteran soccer executive, Ricardo Campos, serves as Club President. On the field, the club will be led by first year Head Coach Nate Miller. For more information on the club, visit sdloyal.com.