

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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New Mexico Runners Arena Soccer Set to Kick Off December 2018

Rio Rancho, N.M. – Arena soccer has finally come back to New Mexico with the New Mexico Runners set to kick off December of 2018. The Runners are bringing the excitement of fast-paced soccer and energetic entertainment to the Santa Ana Star Center and you won't want to miss the action.

The Runners will be part of the Major Arena Soccer League (MASL), and will be competing in their M2 league. The Runners become the eleventh team in the M2 with more teams expected to be announced over the summer.

"We are excited to add the New Mexico market to our league, and are especially excited about Rio Rancho and the Santa Ana Star Center, where there was a successful USA vs. Mexico arena soccer exhibition game last fall. We believe this is a strong market for the M2, and believe the Runners Management will bring a high level of entertainment to the local fans." states M2 commissioner Kevin Milliken.

There are currently 12 regular season games slated for the season which runs from December through March. The Runners will play 6 at home with an additional pre-season game expected to be added later this year along with the announcement of players and coaches.

The Santa Ana Star Center is proud to have a new sports tenant for New Mexico's premiere arena. The arena has since gone through 5 teams, but Star Center General Manager Shane Cadwell happily stated, "We're excited and it's great to have someone who has a great reputation as well as experience in the market to make this work!"

The ownership of the organization is a simple partnership between President/CEO Andres Trujillo and his father Edwin Trujillo who is also a Co-Founder. Edwin is a successful businessman owning and operating a commercial and residential electrical company for over 20 years.

The Runners wouldn't be the first arena soccer team to call New Mexico home as the Albuquerque Outlaws played in the Southwest Indoor Soccer League beginning in 1986. Indoor soccer came to a halt in 1991 and a few teams tried to bring the game back to the market consistently folding.

What makes the New Mexico Runners different from the other teams that have tried to establish roots? It's the grass roots philosophy and experienced leadership in sports entertainment that CEO and President Andres Trujillo brings to the table.

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Mr. Trujillo has been involved in New Mexico's sports industry for over 10 years where he started his sports career in broadcasting working with ESPN Radio 101.7 KQTM-FM as a radio show host and Promotions Director. His involvement with the sports community grew as he partnered with ProView Networks as a Sports TV Director and Producer to broadcast high school athletics as well as working in video production for the Albuquerque Isotopes.

Trujillo also has been involved in ownership and operation of multiple sports teams including professional indoor football as well as soccer.

He continues his connection to sports in New Mexico by sitting on the Board of Directors with the New Mexico Games, where he has sat since 2015.

"I am all about the New Mexico sports community and that is why I always choose to keep my talents, ambitions and passions here in this beautiful state!" Said Trujillo.

Arena soccer features the most exhilarating, fast-paced and energetic atmosphere in the sports industry. New Mexico's best bang for the buck in sports entertainment will feature a high scoring and intense game-play that will keep fans on their feet all game long alongside a fun and exciting show which will appeal to all audiences.

When asked about what will make fans come to the games and keep coming back, Mr. Trujillo stated with a smile, "What will keep fans coming back for more isn't just about soccer...It's about affordability, family fun, and wholesome entertainment." Trujillo goes on to say, "That's what makes this business unique and why I'm in this business to begin with."

Community involvement is a philosophy for the Runners and look to partner with youth sports organizations including i9 Sports and others. These partnerships will come in the form of youth camps, community events and more which will help promote the value of hard work, dedication and teamwork.

The City of Rio Rancho now has a sports team the community can rally behind and take pride which is all about them. Mayor of Rio Rancho Gregg Hull exclaimed with excitement, "Rio Rancho is excited to embrace the Runners and stand ready to work with them to promote and bring awareness for their success."

Sponsorship packages are now available and businesses looking for unique and affordable partnerships to make their brand stand out can call the Runners office at 505.663.7786.

The game tickets are centered on being made affordable for all demographics in the community. Single game tickets start at just \$10 and scale up while season tickets are now on sale and start at only \$63. Fans are encouraged to call 505.663.7RUN (7786) to reserve their season tickets.

The New Mexico Runners are an arena soccer team based in Rio Rancho, NM and current members of Major Arena Soccer League M2 (MASL). The Runners play their home games at Santa Ana Star Center and season tickets are on sale NOW by calling 505.663.7RUN (7786). For more information on the Runners, visit www.newmexicorunners.com as well as LIKE, FOLLOW and SHARE on social media at @nmrunners.

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