SuperLiga: MLS Consolidating US-Mexican Markets

Contributed by Diego Valderrama
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The recent creation of the “SuperLiga”, in the spirit of the European Champions League, between the American MLS and Mexico’s FMF (Federation of Mexican Football) is a bold step in the direction of strengthening the appeal of soccer to the “Americas”.

With Latin America being the fastest growing minority in the United States, this idea should help US soccer promoters to increase the awareness and excitement of the game at home. Soccer is already the most popular sport played in all of the world, but has yet to catch on in the Unite States.

The eight team tournament will kick off July 24th, 2007 and end August 29th, 2007. Like the European Champions League, SuperLiga will begin with a group stage and then progress to a knockout tournament that will crown one champion, with the winning side taking home $1 million in prize money.

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This means a host of top notch teams from Mexican Football will bring their superstars and unique style of play which includes tricky antics to the American pitch. MLS has already started to initiated the process of filling up their own pitches with international soccer superstars from the around the globe.

Real Madrid’s David Beckham is the finest example of how the MLS is attracting big name stars of the game. Beckham has helped to put an international spotlight and serious attention to the MLS by signing a multi-million dollars contract with the LA Galaxy in the twilight of his career. In recent days Tottenham Hotspur Dutch Midfielder Edgard Davids has also finalized negotiations with FC Dallas of the MLS. Bet on David Beckham at WagerWeb.com and receive a 30% signup bonus!

Rumors are circulating that the New York Red Bulls of the MLS are interested in acquiring popular Brazilian soccer star Ronaldo from Real Madrid. Ronaldo is ready to quit Real Madrid after being frustrated in his dealings with management. The Brazilian is upset about rumors that have emerged that Real Madrid were touting him to Italian clubs only weeks after being assured by sports director Pedja Mijatovic that he would not be sold. Ronaldo has two offers on the table, one from Saudi Arabia's Al-Ittihad and the other from a European club, which isn't Italian. Ronaldo won’t have the impact as an ambassador to the game that David Beckham can have, but if the New York Red Bulls can sign him, it will signal that the MLS is serious about growing the sport in the United States.

Other rumors on the internet mention that an undisclosed MLS team is said to be interested in reviving French footballer Zinadine Zidane’s career while others have expressed interest in Portugal’s Luis Figo.Bet on the MLS and European Champions League at WagerWeb.comThese recent motions set off could make the MLS the strongest league and market in the CONCACAF (Confederation of North, Central American and Caribbean Association Football) region. It has been a long term investment that now seems to be acquiring a more appealing side to the US public.

Since celebrating the success of the Men’s US World Cup Team in 1994, the US National Team has captured a string of constant improvements, rising in level and preparation. By including Euro and South American stars in the MLS, US locals are bound to acquire higher competitive levels. These mixed in with discipline and good old hard work plus a lot of competition could mean the US National Team will some day hold the title of World Cup Champions.

SuperLiga 2007 teams and groups:

Group AGroup BCD Guadalajara (México)Club América (México)FC Dallas (MLS)D.C. United (MLS)Los Angeles Galaxy (MLS)Houston Dynamo (MLS)CF Pachuca (México)Monarcas Morelia (México)

SuperLiga 2007 Schedule*
(All Times Eastern) / * Subject to change

Tuesday, July 24
FC Dallas vs. Pachuca (Pizza Hut Park - Frisco, TX) 9 p.m.
LA Galaxy vs. CD Guadalajara (Home Depot Center - Carson, CA) 11 p.m.

Wednesday, July 25

D.C. United vs. Monarcas Morelia (RFK Stadium - Washington D.C.) 8 p.m.
Houston Dynamo vs. América (Robertson Stadium - Houston, TX) 10 p.m.

Saturday, July 28
FC Dallas vs. CD Guadalajara (Pizza Hut Park - Frisco, TX) 8:00 p.m.
LA Galaxy vs. Pachuca (TBD) 10:00 p.m.

Sunday, July 29
D.C. United vs. América (RFK Stadium - Washington, DC) 8:00 p.m.
Houston Dynamo vs. Morelia (Robertson Stadium - Houston, TX) 10:00 p.m.

Tuesday, July 31
FC Dallas vs. LA Galaxy (Pizza Hut Park - Frisco, TX) 8:00 p.m.
CD Guadalajara vs. Pachuca (Dick's Sporting Goods Park - Denver, CO) 10:00 p.m.

Wednesday, Aug. 1
D.C. United vs. Houston Dynamo (RFK Stadium - Washington D.C.) 8:00 p.m.
América vs. Morelia (Toyota Park - Bridgeview, IL) 10:00 p.m.

Tuesday, Aug. 14
Semifinal 1 (TBD)

Wednesday, Aug. 15
Semifinal 2 (TBD)

Wednesday, Aug. 29
Final (TBD)