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## **FOR IMMEDIATE RELEASE**

### **The Red Eagles are landing! Al Ahly Football Company & Square Seven International Launch First North American Soccer Youth Academy in Canada**

Toronto, Canada — 6 July, 2025 — As part of its mission to extend its legacy beyond borders, **Al Ahly Football Company** is taking its spirit global — bringing its values, passion, and winning formula to a new home away from home. This North American expansion marks a proud milestone in sharing the heart of Egyptian football with the world.

At the heart of this initiative is Al Ahly's commitment to engage with its passionate fanbase around the world — reaching them wherever they are and building lasting connections through the universal language of football.

Al Ahly Football Company, Egypt's iconic football powerhouse and African club of the Century, has officially announced the launch of its first North American youth academy, **Al Ahly Soccer Academy – Canada**, in partnership with Square Seven International and their Toronto partner, Shady Mawad.

This historic expansion plants the flag of Egyptian football excellence in Canadian soil, with an initial training center launching in Mississauga this September, and future expansion planned for Montreal, New Jersey and Dallas.

“This is more than just soccer. It's heritage, ambition, and community in motion,” said Amir Tawfik, CEO of Al Ahly Football Company. “Al Ahly's expansion into Canada is a proud moment for our global fanbase, and a powerful way to deliver world-class training and values to young athletes abroad.”

The academy's flagship location at the Paramount Centre in Mississauga will serve boys and girls with U8, U10, and U12 teams, combining Al Ahly's renowned technical training with character development and fun.

Through its collaboration with Square Seven International, the academy will also extend pathway support for youth to connect with academic mentorship, sports scholarships, and educational planning — helping young athletes stay focused on both the game and the classroom.

**Tryouts** for the first founder's cohort are scheduled from **August 5th to 14th, 2025**, and **registration for tryouts is now open:**

<https://alahlysocceracademy.ca/player-registration-form/>



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## A Global Legacy Meets North American Spirit

The Al Ahly Soccer Academy — Canada is powered by Square Seven International, whose deep understanding of North America’s youth sports ecosystem complements Al Ahly’s century-old winning formula.

“This academy is where legacy takes root,” said Ali Abd ElGhaffar, Managing Partner, Square Seven International. “We’re not just coaching athletes — we’re creating a movement that empowers kids, engages families, and celebrates Al Ahly’s culture everywhere.”

Built with a mission to welcome players from all backgrounds, the academy also embraces the richness of Arab culture, where hospitality, pride, and togetherness fuel a joyful, high-performance environment.

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## Al Ahly Soccer Academy – Canada Official Launch Event

A press conference and celebration will take place in **July 2025** for the launch of Al Ahly Soccer Academy, featuring a virtual appearance by Al Ahly Football Company’s executives, alongside local community leaders, influencers, and media.

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## About Al Ahly Soccer Academy Canada

Al Ahly Soccer Academy Canada will deliver elite football training for girls and boys aged 8–12, grounded in the winning legacy of Al Ahly FC and customized for North America. More than a sports program, it’s a space where young players build confidence, character, and connection.

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