

**THIS ISN'T A FAIRY
TALE OR A DISTANT
DREAM—**

**It's the untold saga of ambition, grit, and vision
that gave rise to one of Major League Soccer's most
electrifying phenomena: Atlanta United FC."**



FÚTBOL

GROWING THE WORLD'S GAME ON AN AMERICAN STAGE

Imagine a world where soccer in America isn't just a fringe interest but the pulse of the nation's sporting heart. A realm where the beautiful game doesn't play second fiddle to football, basketball, or baseball but stands tall as a colossus in its own right. This isn't a fairy tale or a distant dream; it's the untold saga of ambition, grit, and vision that gave rise to one of Major League Soccer's most electrifying phenomena: Atlanta United FC.

Before Atlanta United, soccer in the States was a mixed bag of passionate enclaves and cultural curiosity. The narrative had been written, and it was one of moderate interest and sporadic success. But here comes a club from the heart of the South, ready to rewrite the script, to challenge the status quo, and to unleash a revolution that would reverberate across the country.

Atlanta United wasn't just a club; it was a statement. A bold declaration that soccer not only belongs in America but is destined to thrive. It was about shattering ceilings, breaking down barriers, and proving that with the right blend of investment, innovation, and community engagement, soccer could captivate the American spirit like never before.

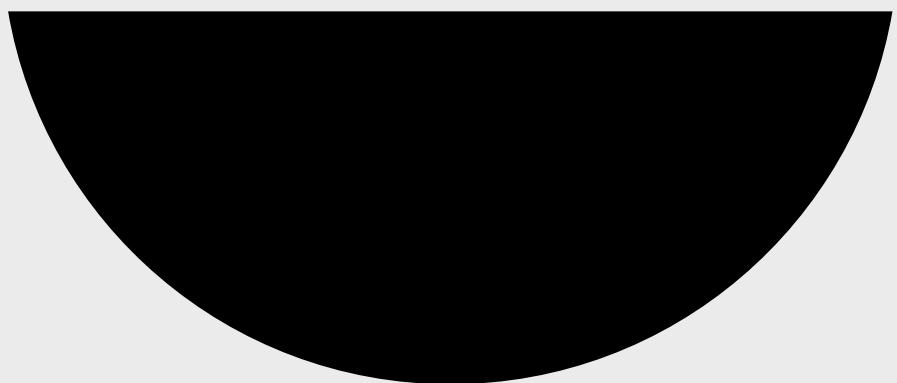
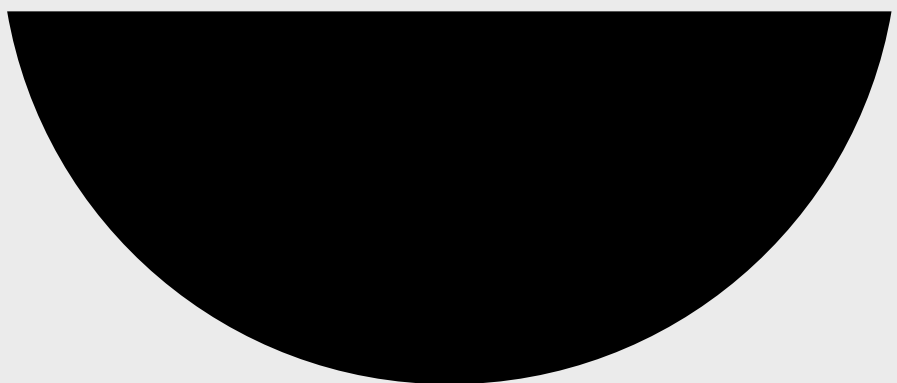
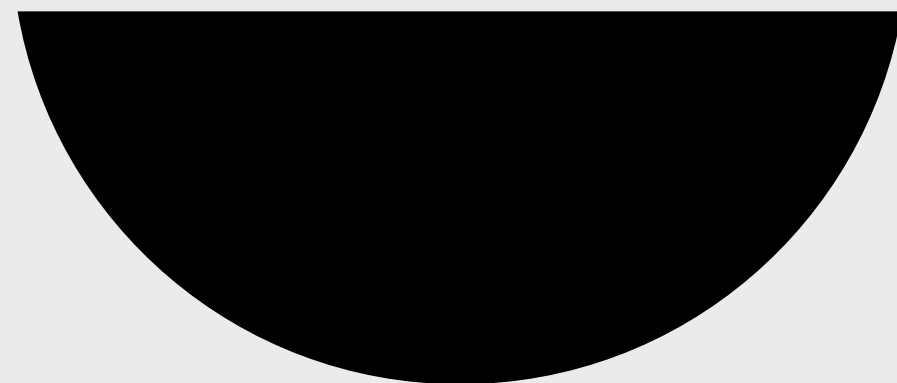
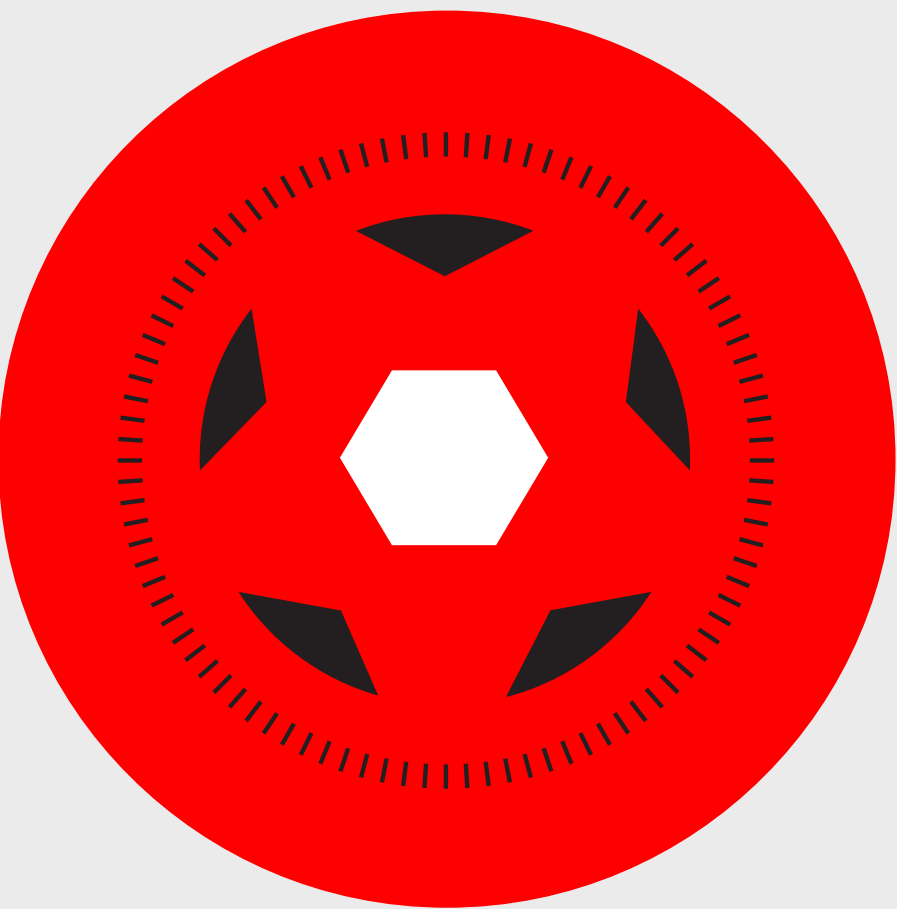
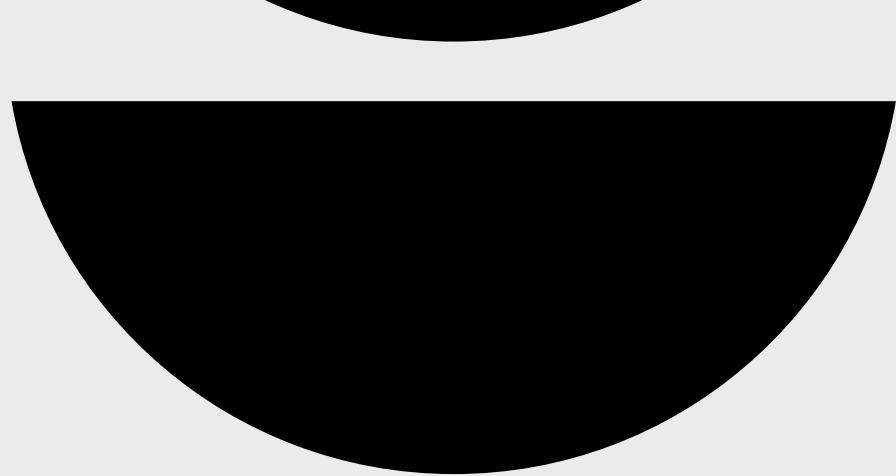
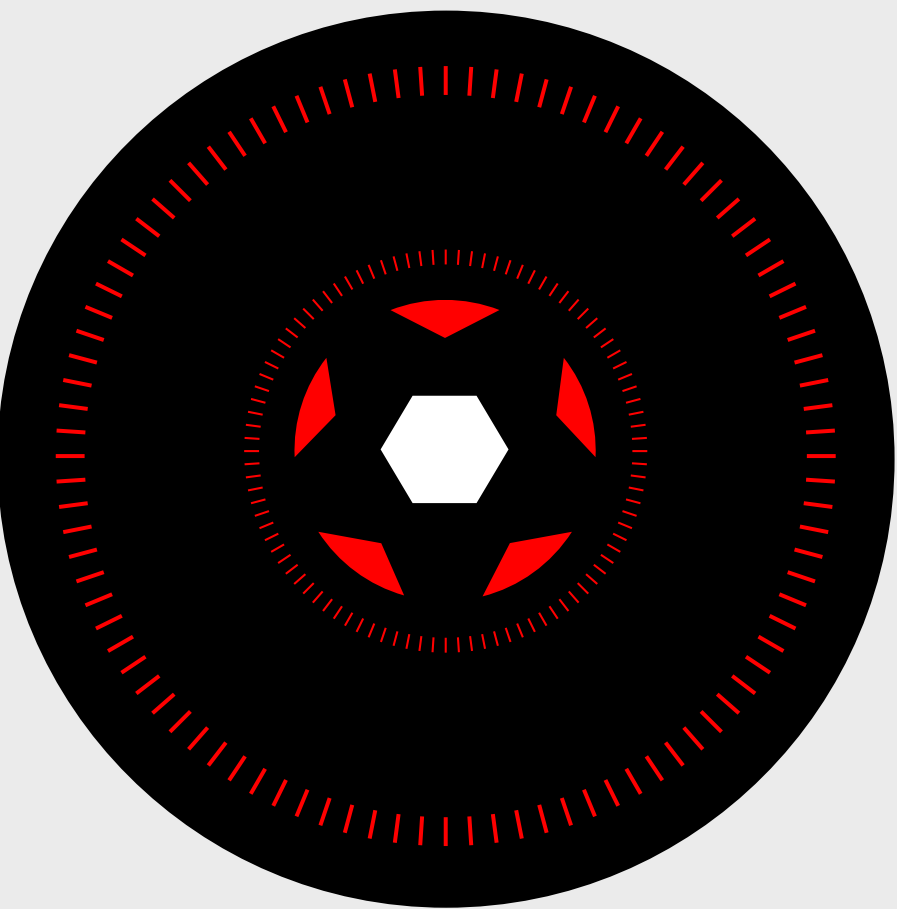
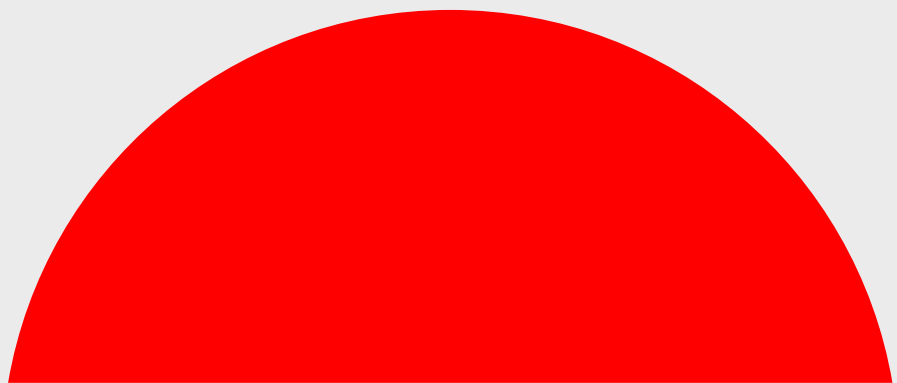
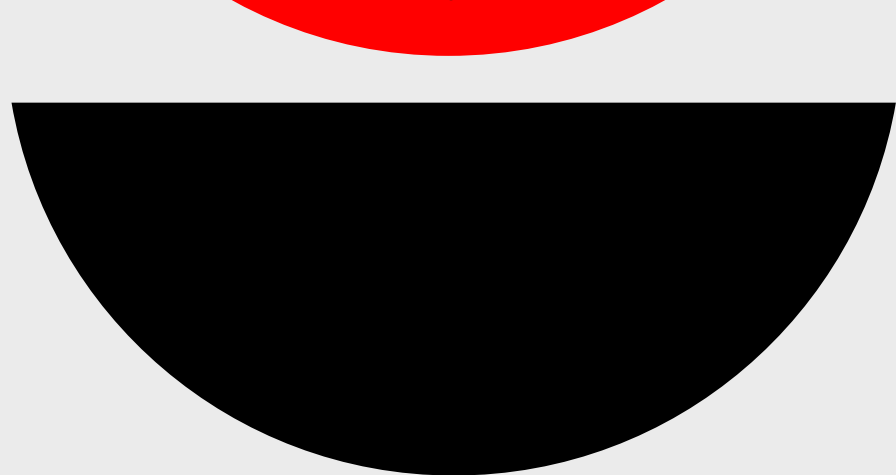
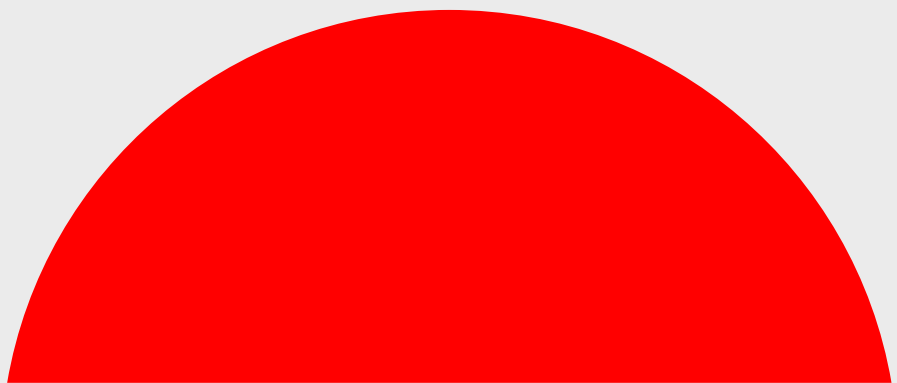
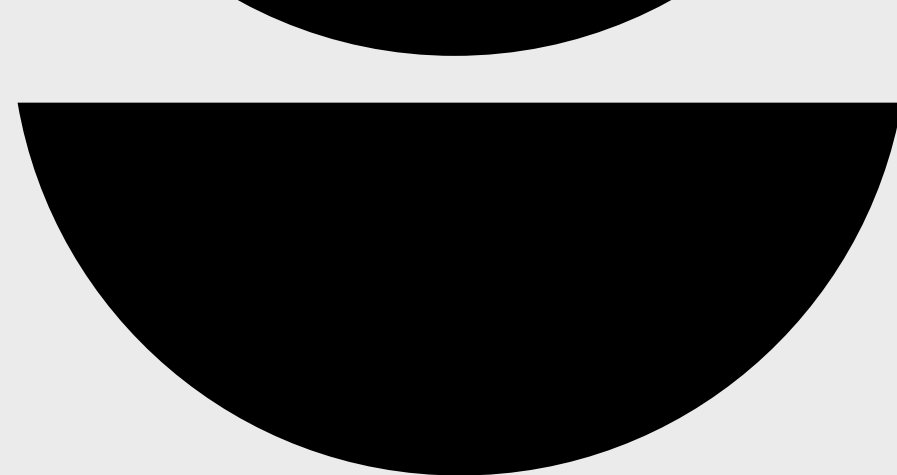
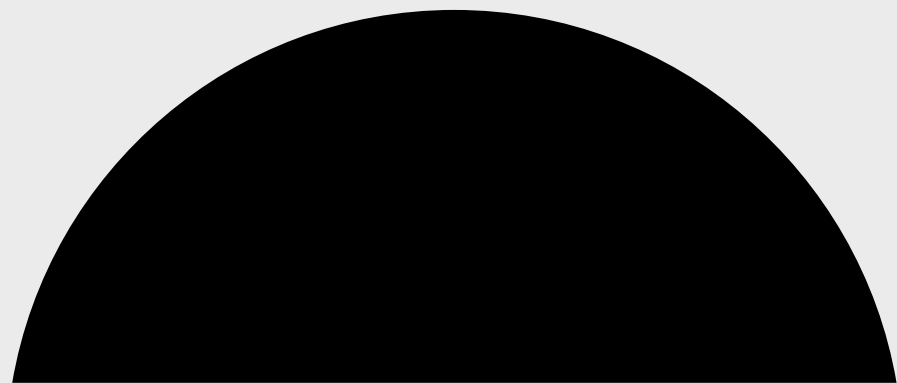
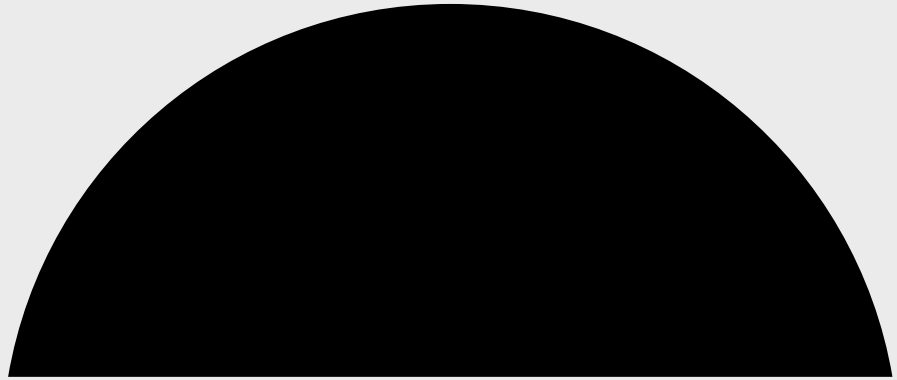
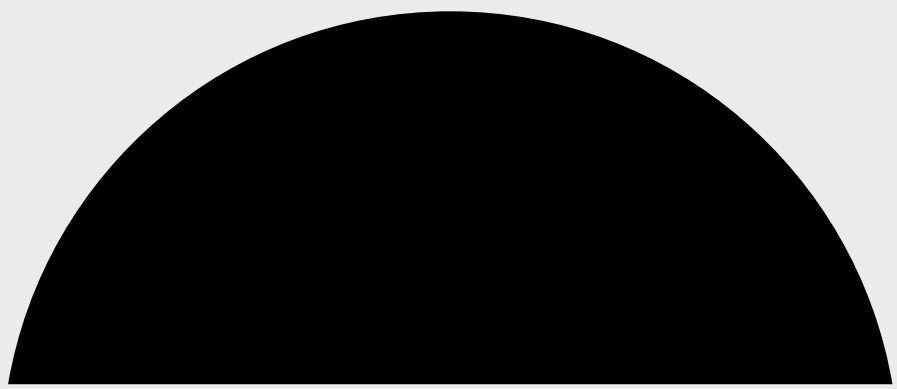
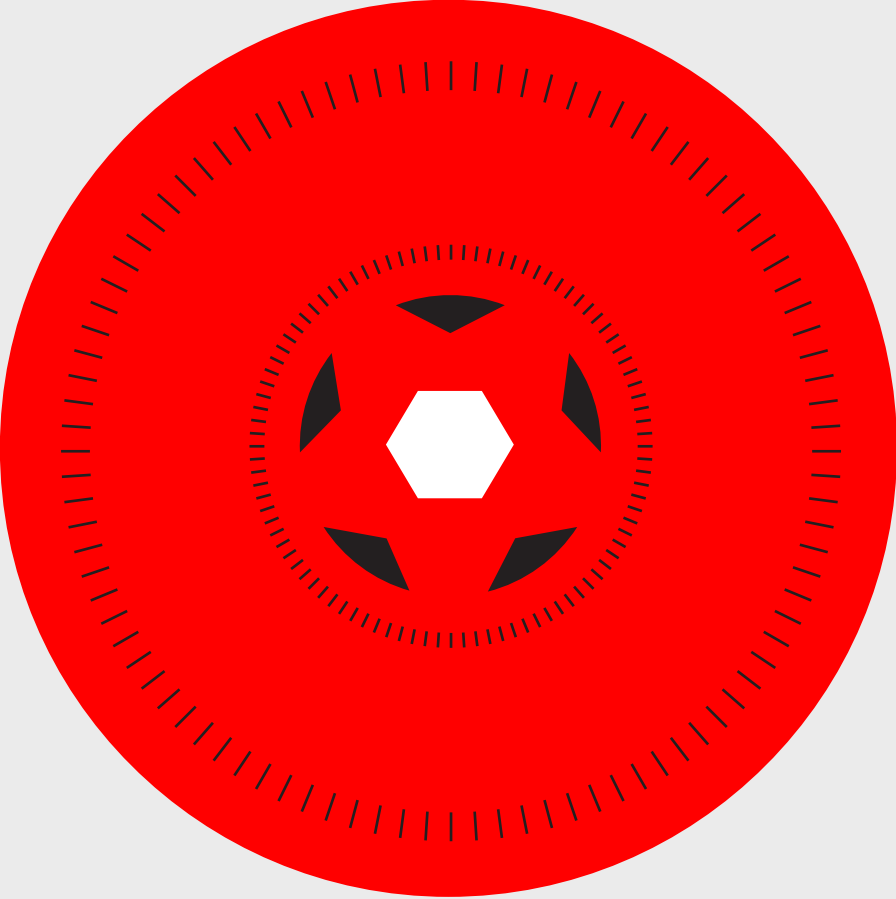
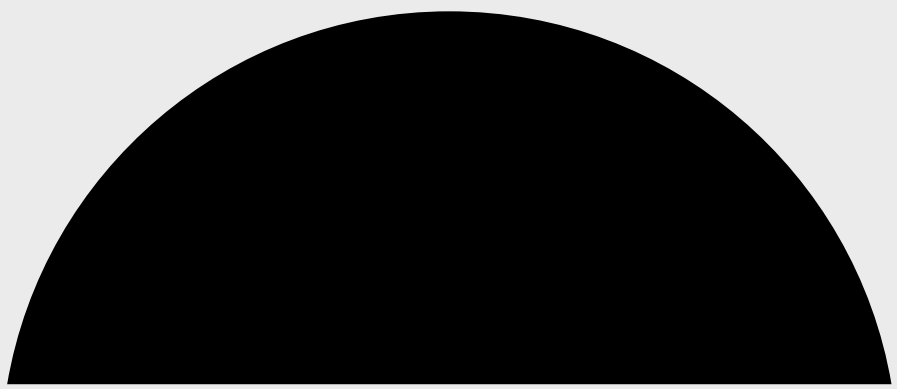
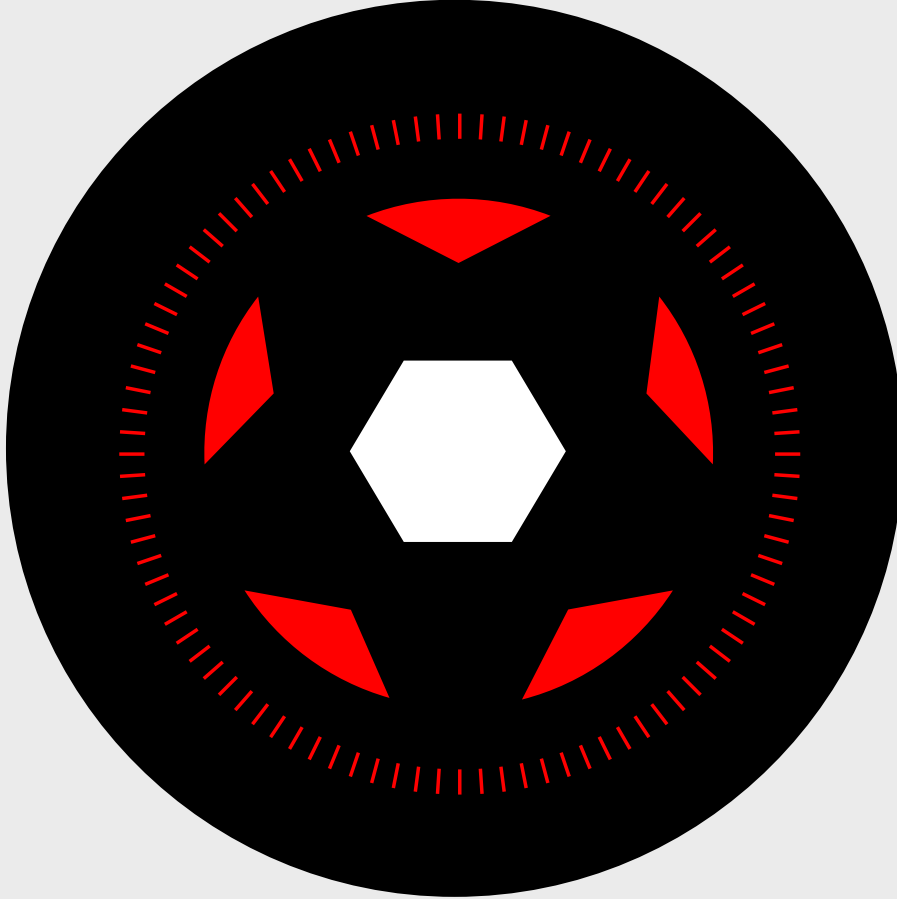
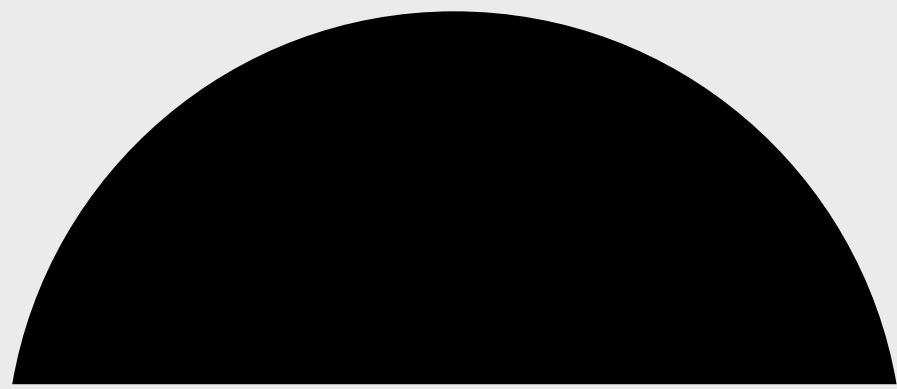
The architect of this movement? None other than Ricardo Miguel Martinez. A man whose journey from Piedras Negras to the apex of American soccer epitomizes the very essence of the American Dream. Ricardo didn't just believe in the potential of soccer in America; he lived it, breathed it, and dedicated his life to making it a reality. His story is one of perseverance, resilience, and an unwavering commitment to excellence that would lay the foundation for Atlanta United's unprecedented rise.

Under his guidance, Atlanta United shattered records, redefined fan engagement, and set a new standard for what a soccer club could be in America. This wasn't just about winning matches; it was about winning hearts and minds, about creating a culture that transcended the sport itself. It was about building a brand that resonated with fans on a visceral level, forging an indelible connection that would stand the test of time.

So, as you turn the pages of this book, prepare to embark on a journey like no other. A tale of triumph, of visionaries and dreamers who dared to think differently. A story of a club that emerged from the shadows to illuminate the American soccer landscape, serving as a beacon of hope and a testament to the boundless possibilities that await those brave enough to chase their dreams.

Welcome to the rise of Atlanta United FC, a saga so compelling, so rich in drama and exhilaration, that it could only be true. Strap in and get ready to witness the birth of a legend, a tale of how soccer captured the American imagination and, in doing so, forever altered the fabric of sports in the United States.

**THIS IS NOT JUST THE STORY OF A SOCCER CLUB;
IT'S THE STORY OF AMERICA'S SOCCER AWAKENING.**



**ATLANTA UNITED WASN'T
JUST A CLUB; IT WAS A
STATEMENT.**

**A bold declaration that soccer not only belongs in
America but is destined to thrive.**

GOOP

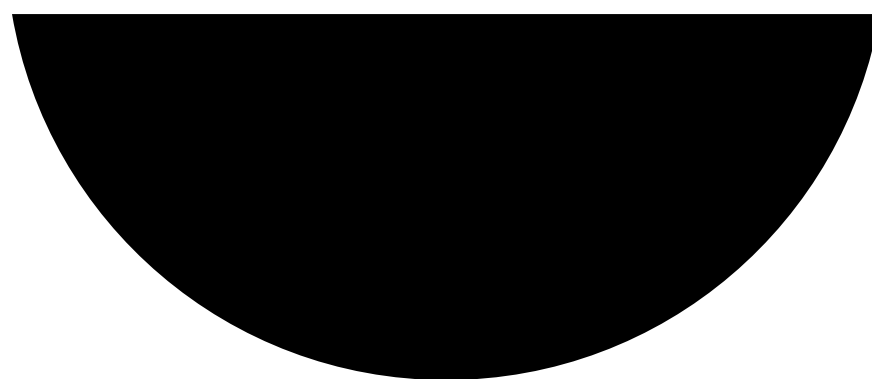
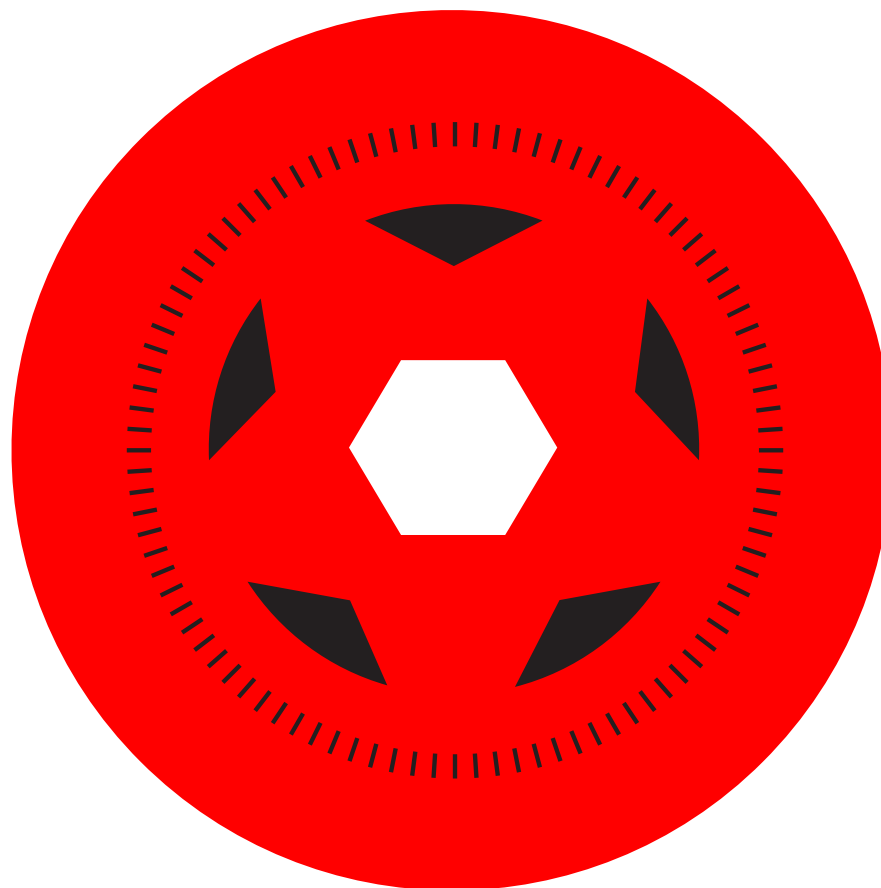
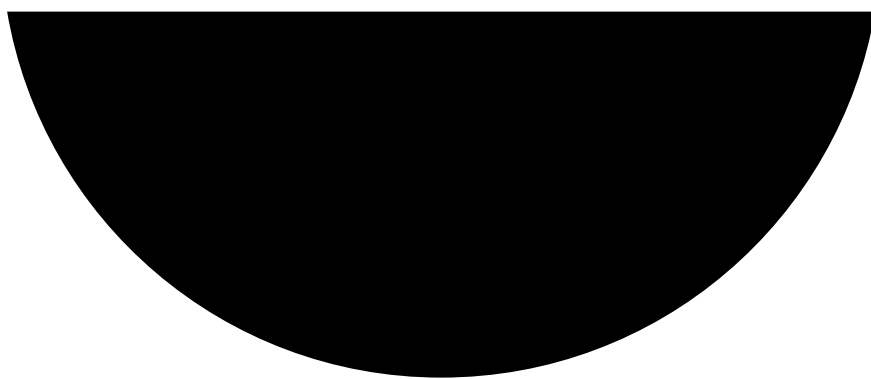
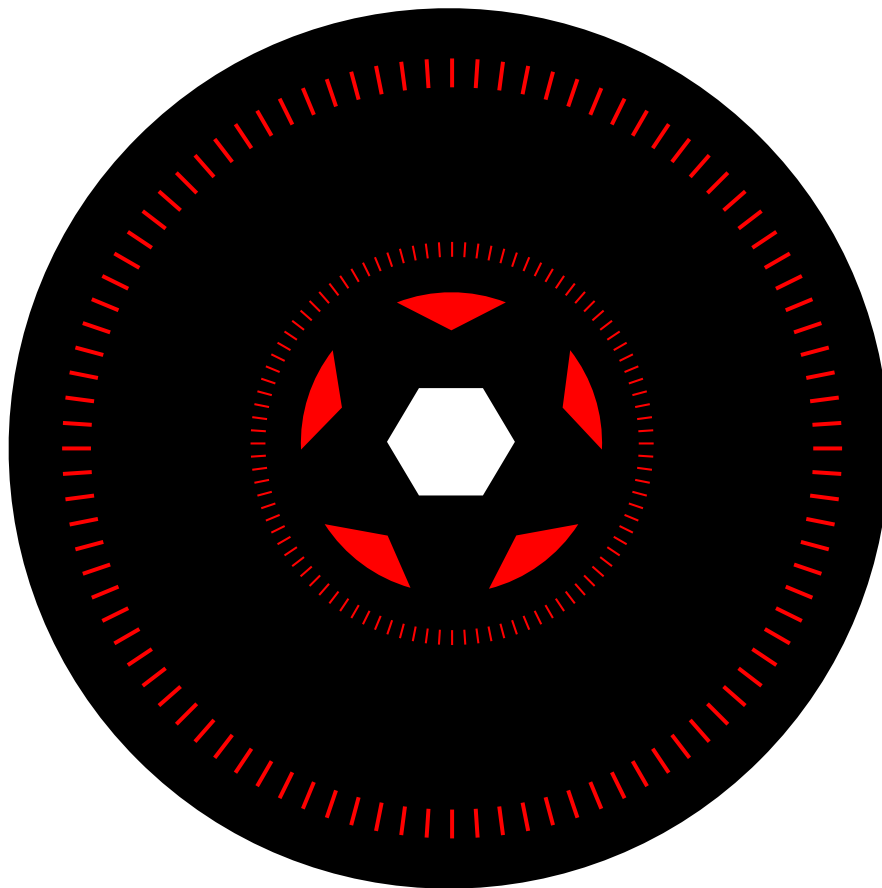
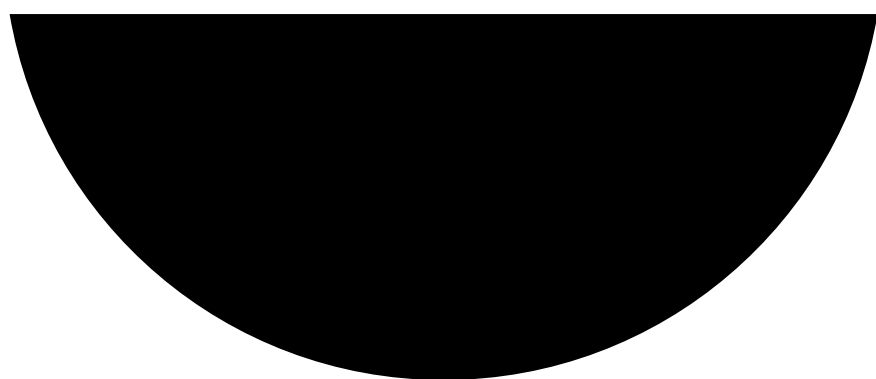
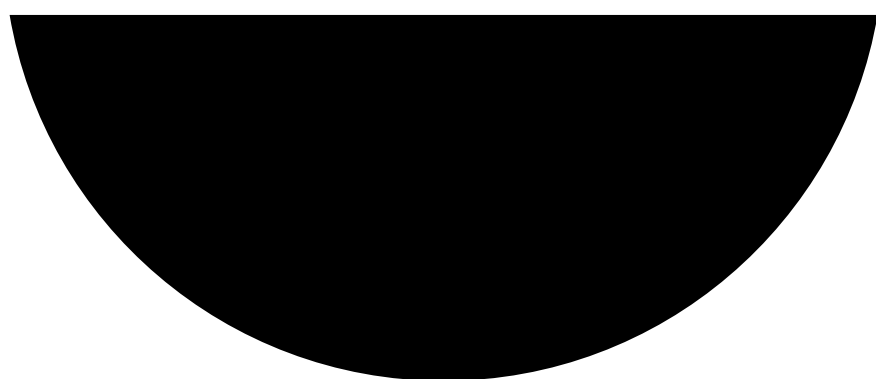
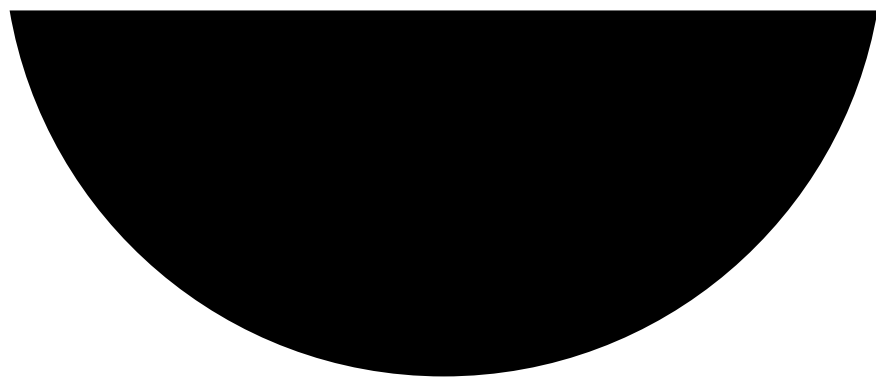
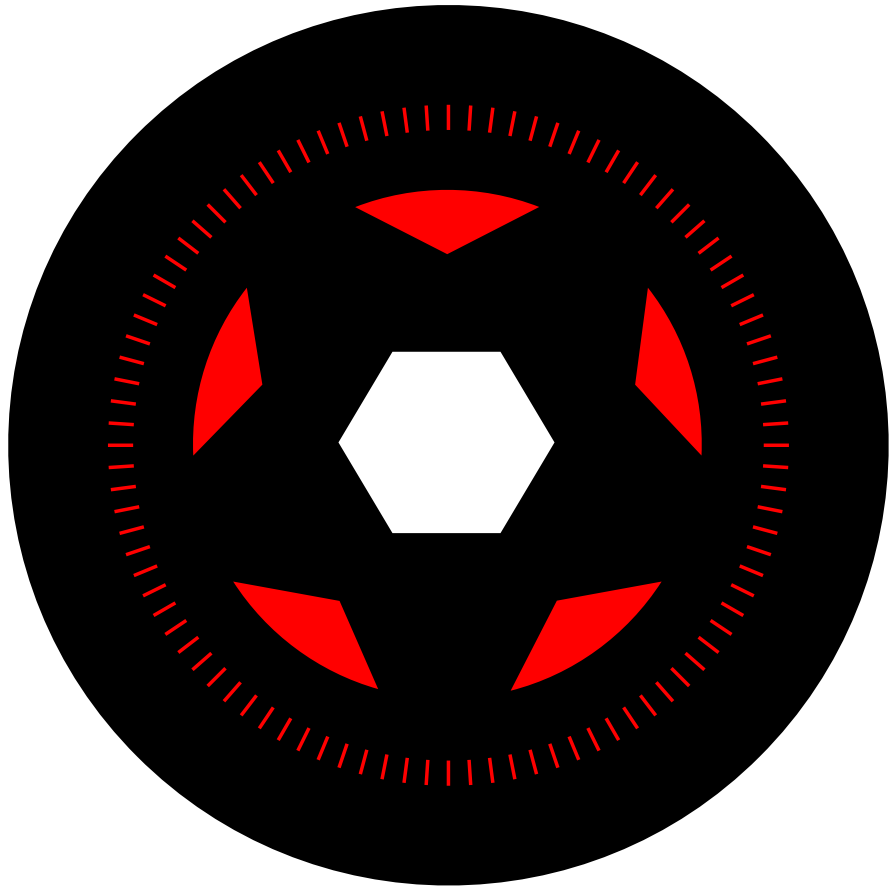
FÚTBOL

GROWING THE WORLD'S GAME ON AN AMERICAN STAGE



COMING SOON TO
NETFLIX

**GROWING THE WORLD'S GAME
ON AN AMERICAN STAGE**



GOED
SOCCER

**RICARDO
MARTINEZ**

Forward by
ARTHUR BLANK

A JOURNEY BEYOND THE PITCH.

In the heart of Atlanta, a revolution was sparked—not just in the realm of sports, but in the essence of community and cultural celebration. This is the story of Atlanta United FC, a narrative that transcends the boundaries of soccer to touch on themes of unity, diversity, and the relentless pursuit of excellence. My role in this journey, while significant, is but one thread in a vibrant tapestry woven from the dreams and ambitions of countless individuals. Inspired by the vision and values that Arthur Blank instilled in the foundation of Atlanta United, this book seeks to explore the profound impact of a club that has become much more than a team—it's become a beacon of hope and unity for a community as diverse as the city it represents.





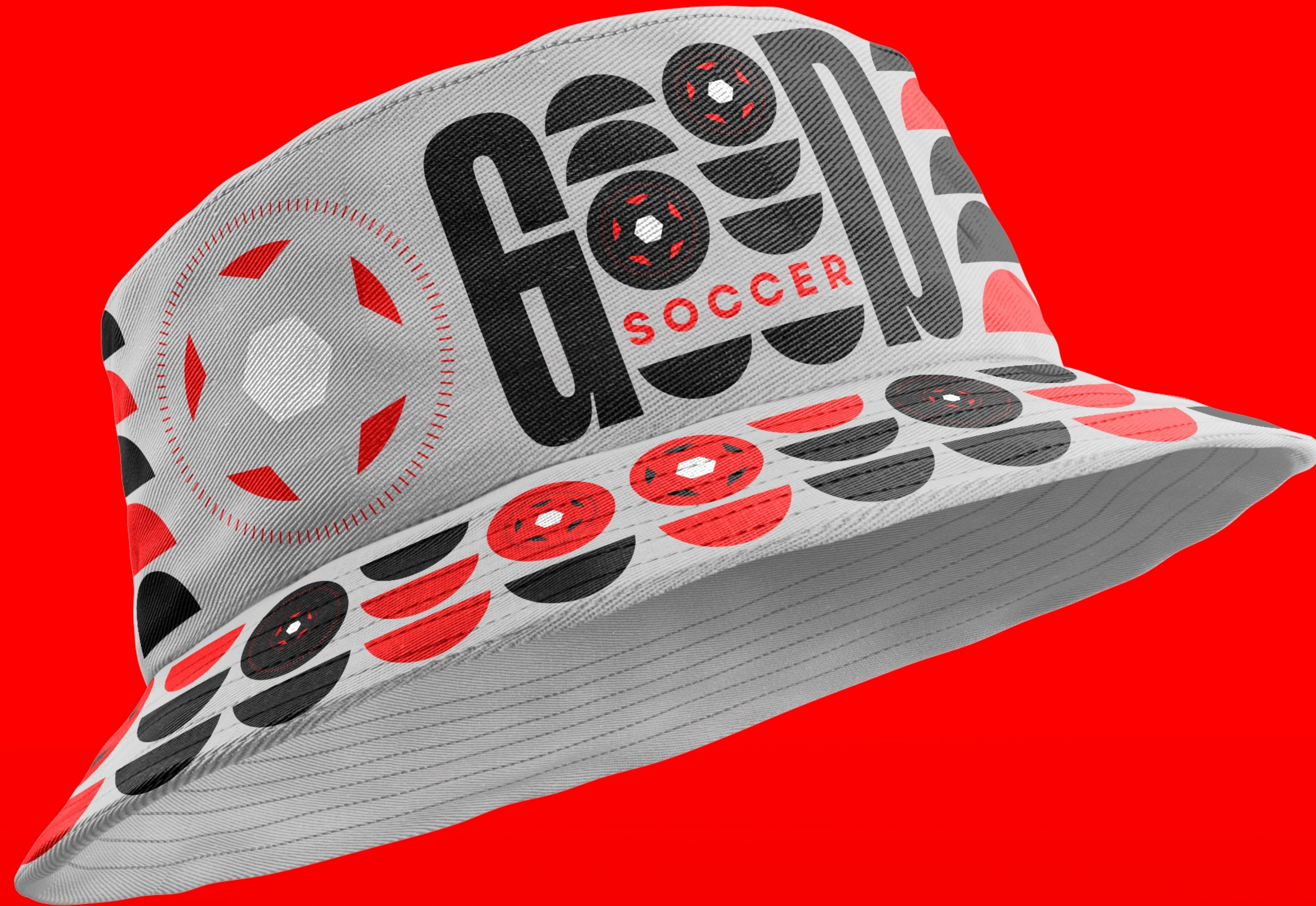


A LEGACY BUILT ON GOOD.

Arthur Blank's approach to building Atlanta United FC—centered on community, inclusivity, and excellence—serves as a backdrop to this narrative.

While this book is not a chronicle of Arthur's legacy, the principles he championed are echoed in the stories you're about to encounter. It's about how these ideals have influenced not just a soccer club, but an entire community, including the vibrant Latino cultural presence in Atlanta that has found a voice and a platform through the beautiful game.







BRIDGING CULTURAL DIVIDES.

Atlanta United FC's inception and rise to prominence reflect a broader story of what happens when a community rallies around shared values and goals.

The club's commitment to excellence on the pitch and inclusivity off it mirrors my own journey and the collective aspiration of the Latino community I am a part of. It's a testament to the belief that soccer can be a unifying force, capable of bridging cultural divides and fostering a sense of belonging among disparate groups.







S O C C E R

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F Û T B O L

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INSPIRE.

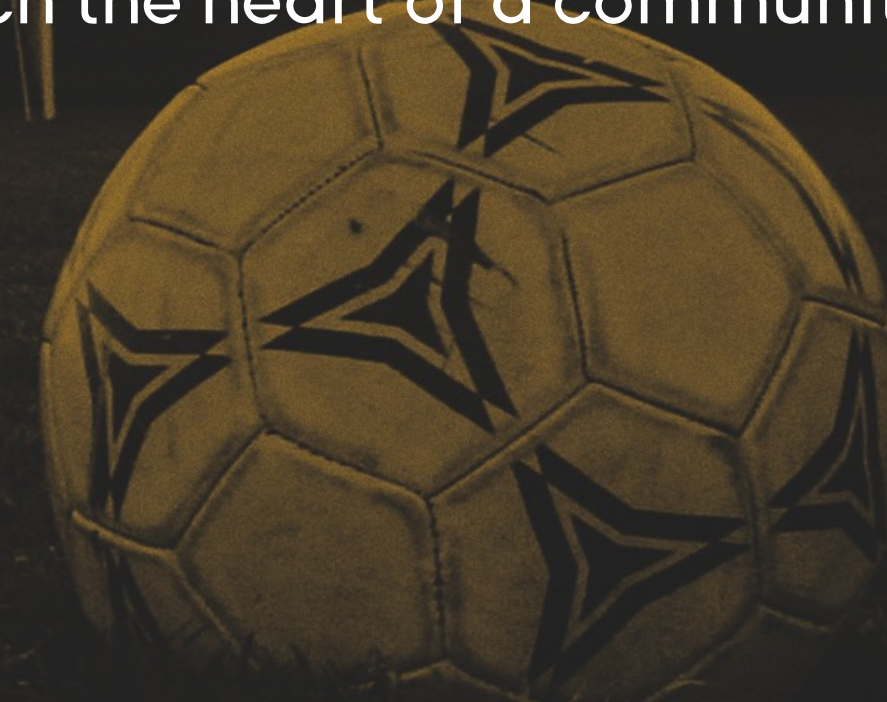
ENDURE.

UNITE.

This journey through Atlanta United's story is a celebration of what it means to come together in pursuit of a common dream.

Inspired by the foundation Arthur Blank laid, this narrative is a testament to the enduring power of sport to unite, inspire, and drive positive change.

Welcome to a tale of unity, pride, and shared dreams—a narrative that, while it may begin with soccer, reaches far beyond to touch the heart of a community.



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