



Football Creates Family - How the Game Builds Lifelong Bonds

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On the 10th anniversary of Escalate Inc., we received a testimonial from one of our player graduates who'd been with us from age 9 to 19:

“Escalate did so much more than teach football. My friendships and mindset today all stem from Escalate. This team is a true blessing.” - Issa V

That message hit me.

Later that year, I went to support a friend who had suddenly fallen ill. Surrounded by the boys, we laughed and reminisced about the old days. There was so much strength in the room.

But as I looked around, I realised something powerful.

This bond—all these friendships—came from football.

That particular friend who was ill wasn't the most technically gifted. He probably wasn't going to play at the heights many of us did. But he trained. He showed up. And because of that, he made friends that turned into family.

Football created that.

Escalate Football Development isn't just about the game—it's about the memories, the support, the shared moments. Football creates community. Football creates family.

When your child joins Escalate, they're joining something deeper than sport.