



Philadelphia Insurance Companies (PHLY) has created a partnership with Goal Alert LLC to help strengthen and promote soccer goal safety with their YMCAs, camps, sporting organizations and municipal customers. Goal Alert LLC's mission is to end soccer goal tip-over injuries and deaths. There have been five deaths in the last two years and the US Consumer Product Safety Commission estimates between 90 and 200 serious injuries annually.

The Goal Alert™ device is a simple-to-use, and fully integrated, three-part system:

- An early warning system
- An educational system
- A lifesaving backup anchoring system

By adopting Goal Alert™ you will be incorporating an innovative and reliable means of monitoring and ensuring the safety of your goal-anchoring program. Furthermore, you will have the peace of mind knowing that Goal Alert™ is in place as a backup, should your primary anchoring system ever fail.



How the Goal Alert™ system achieves its objectives:

Early Warning System

The Goal Alert™ device is a "goal-to-ground" monitoring device with flags signifying two positions; a "Safe-To-Play" position (GREEN), and a "Danger" position (RED). The green flag indicates the goal has remained in substantial contact with the ground, while the red flag warns of an improperly anchored goal. The simplicity, and conspicuousness, of the system allows for more cost effective and efficient monitoring from a distance, fully exposing what would otherwise be a concealed hazard.

Educational/Awareness Raising

The Goal Alert™ device is set behind your soccer goal and raises awareness by its very presence. The device is directly adjacent to a mesh banner that hangs on the net. The banner explains the problem and the device. And, more importantly, it puts the public on notice to: "STAY OFF Goals and Nets!"

Lifesaving Backup Anchoring Component

The Goal Alert™ device is attached to the goal and anchored to the ground, via a heavy-duty anchor specifically designed for your local soil conditions. If for any reason (and there are many) your current anchoring system were to fail, the Goal Alert's backup system will prevent the goal from tipping.

Benefits of Program

The Philadelphia Insurance customer will receive preferential pricing on all Goal Alert™ products, products that provide exceptional risk management value in helping you maintain a safe and effective anchoring program.

As a PHLIY client you will receive the following discounts:

- 0-40 soccer goals 10% off
- 40-80 soccer goals 12.5% off
- 80+ soccer goals 15% off

Some soccer programs are run on third-party fields and/or fields used by several different entities. The Goal Alert team will work with you to identify all associated entities, which may reduce your purchasing costs.

Product Testimonial from the Highest Level of Soccer

"Anyone who coaches or administers the game of soccer must think safety first. All across the country there is a hidden danger to our players. With the high use of portable goals, we have created an unsafe environment for our players. As we all have seen and heard goals can tip over very easily, causing great bodily harm and even death. Goal Alert was invented to think safety first. With its design to easily secure goals and issue an automatic red card to unsafe goals, Goal Alert is a must have for any playing field. Goal Alert will become part of the equipment of soccer safety. As a former coach and administrator of the game I completely endorse its use, for safety's sake."

-- Former CEO and Secretary General of US Soccer (1990-2000), Hank Steinbrecher

To learn more about how we can all work together to end these preventable accidents, please visit:

www.goalalert.net

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