

The Incredible Story Of The New York Cosmos: A Journey of Glory and Heartbreak



When we think of iconic sports teams, one name that often doesn't come to mind is the New York Cosmos. While not as historically famous as the New York Yankees or the New York Giants, the Cosmos carved out a unique place in the world of soccer that cannot be ignored.

The history of the New York Cosmos is one filled with both glory and heartbreak. The team's story begins in 1970 when the North American Soccer League (NASL) was formed. The founders of the league set out to bring soccer to the American audience and to establish the sport as a major force in the country's sports landscape.



Once in a Lifetime: the Incredible Story of the New York Cosmos: Girls, Greed, Goals, Superstars and Excess by Gavin Newsham (Kindle Edition)

★★★★☆ 4.7 out of 5

Language	: English
File size	: 2213 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 289 pages
Lending	: Enabled



The Rise to Stardom

In 1971, the New York Cosmos were officially announced as one of the teams that would participate in the inaugural NASL season. However, it wasn't until the arrival of Brazilian superstar Pelé in 1975 that the team truly shot to stardom. Pelé's signing caused shockwaves across the soccer world and propelled the Cosmos into the global spotlight.

The arrival of Pelé attracted attention from all corners of the globe, and suddenly the New York Cosmos became a destination for soccer's biggest stars. Players such as Franz Beckenbauer, Carlos Alberto, and Giorgio Chinaglia joined the team, raising the profile of American soccer to unprecedented levels.



The success of the New York Cosmos was not limited to the pitch. With their flamboyant style of play, the team quickly became a cultural phenomenon. New York City embraced the Cosmos, and their matches at Giants Stadium became must-attend events, with celebrities and fans alike flocking to witness the magic.

The Fall from Grace

However, all good things must come to an end. As the 1980s rolled in, financial troubles and mismanagement plagued the NASL, leading to the demise of the league in 1984. With the collapse of the league, the New York Cosmos disbanded, leaving behind a void in American soccer that would take decades to fill.

For years, the Cosmos remained dormant, a distant memory in the minds of soccer fans. But in 2010, a group of investors resurrected the New York Cosmos, determined to once again make the team a force to be reckoned with.



A New Beginning

The revival of the New York Cosmos brought hope and excitement to soccer fans across the nation. The team's return to the pitch in 2013 marked a new era for the Cosmos, as they aimed to recapture the glory of their past.

Under the leadership of head coach Giovanni Savarese, the Cosmos quickly reestablished themselves as a dominant force in American soccer. The team won the NASL championship in their first season back and continued to achieve success in the following years.

The Legacy Lives On

Today, the New York Cosmos continue to inspire a new generation of soccer players and fans. Their legacy as pioneers of American soccer remains intact, and their impact on the sport cannot be overstated.

As we reflect on the incredible story of the New York Cosmos, we are reminded of the power of perseverance, the joy of unity, and the importance of embracing the beautiful game. Their journey is a testament to the enduring spirit of soccer and its ability to captivate hearts and minds.

The New York Cosmos may not be as well-known as some of their counterparts, but their story is one that should be celebrated. From their rise to stardom with legendary players to their fall from grace and eventual resurrection, the Cosmos have left an indelible mark on the history of American soccer.



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The “compelling . . . detailed and thoughtful account” of the rise and fall of the Cosmos, New York’s first superstar soccer team (Kirkus Reviews).

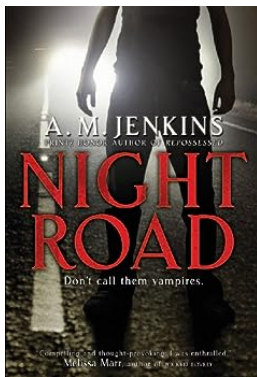
In the summer of 1977, soccer was poised to finally conquer America and the New York Cosmos were the premier sports team of the city. They boasted the greatest roster of the world’s best players—notably, Brazil’s international sensation Pelé—ever assembled for any sport. For a time, they were the darlings of the press. Their first game was televised in twenty-two different countries. They were favorites at Studio 54. They partied behind the velvet ropes with Andy Warhol and Mick Jagger. Less a growing sports phenom than a pop-culture happening, the hottest ticket in town drew the likes of Steven Spielberg, Barbra Streisand, Henry Kissinger, and Robert Redford. Warner Brothers chairman and Cosmos owner Steve Ross may not have known a goalkeeper from a zookeeper, but in a city awash in celebrity and decadence, Ross knew spectacle. He also knew how to make a dollar, and stars.

But as the Cosmos players soon became enmeshed in a world of millionaires, gangsters, groupies, glamour, power struggles, alcoholic excess, drugs, disco and very public fistfights, they were set for a heartbreaking and inevitable fall. “Colorful and keen . . . [and] detail-rich, this unlikely drama of a quintessentially American flirtation” (Publishers Weekly), “is a gripping evocation of a glorious but brief moment when the beautiful game had the US entranced” (Time Out London).



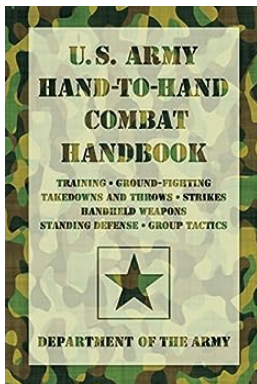
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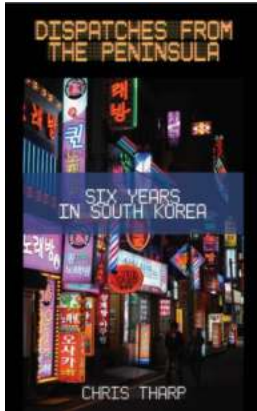
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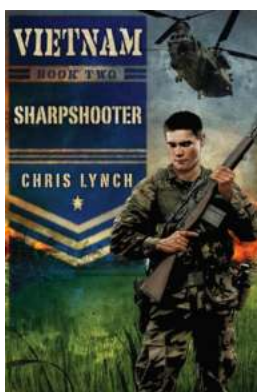
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