



PRESS RELEASE

A7FL Reveals 10th Anniversary Logo and Plans for the 2024 Season and Beyond

*A7FL TV FAST Channel, Premier “Games of the Week,”
and Major League Roadmap*

BOCA RATON, Florida, September 7, 2023 - The A7FL has proudly unveiled its 10th Anniversary Logo and Patch, ushering in a new decade of thrilling 7-on-7 football action as they gear up for their 2024 season and beyond. Since its inception, the A7FL has been redefining football in the United States with its unique brand of no helmets, no pads, full-tackle football that's all about unfiltered excitement on the field. 2024 marks a milestone for the league as it celebrates a decade of reshaping America's favorite sport and providing hometown hero athletes with a second chance to shine.



Emerging from the dirt and grass fields of New Jersey, Baltimore, and Eastern Pennsylvania, the A7FL has evolved from its humble origins into a nationwide sensation, showcasing top-tier players and teams from coast to coast. Boasting an impressive network of 10 divisions and 30+

teams spanning cities like Boston, Cincinnati, Columbus, Florida, Los Angeles, Maryland, Nevada, New Jersey, Washington DC, and the recently announced A7FL Indianapolis division, the league's 10th season is poised to be the most monumental chapter in A7FL history.

In celebration of this significant milestone, the A7FL is rolling out various commemorative initiatives. The striking A7FL 10th Anniversary logo, along with an accompanying player patch, will be sported by all players throughout the 2024 season.

"This emblem serves as a representation of the league's decade-long journey marked by innovation, evolution, and love for the game." Sener Korkusuz, the CEO of A7FL, emphasizes, "This commemorative logo embodies not only a decade of progress and creativity but also honors the dedicated players and personnel who have propelled us to new heights."

The league's rapid-paced, high-octane "Games of the Week", featured nationally on Caffeine, Stadium, and internationally on DAZN, has solidified its presence in the sports entertainment landscape. Leveraging an extensive game archive and pioneering original content, the league is developing A7FL TV, a FAST (Free Ad-Supported Television) channel platform, poised to captivate millions of potential viewers across the globe.

However, the future holds even more remarkable prospects. 2024 will see a Live Premier "Games of the Week" schedule, traveling top teams together for championship-caliber weekly matchups. Beyond the 10th season, the A7FL is primed for remarkable growth, venturing into exploratory discussions as it readies for development of a next era of major league A7FL football. A7FL major league creates a top tier of national teams, traveling and competing across the country each week. Major league athletes will be drafted from the existing pool of over 1,500 active A7FL players developed over the past 10 years.

By initially adopting a social-media-centric production approach, the A7FL has struck a chord with a young 18-34-year-old fanbase disenchanted with old school leagues. With an expanding national and international reach, the league's authenticity and grassroots charm are driving its popularity, the creation of new teams across the country, and fostering innovative media and partnership avenues.

ABOUT THE AMERICAN 7s FOOTBALL LEAGUE:

Entering its 10th season, the American 7s Football League (A7FL) has pioneered a familiar yet completely new format for America's most popular sport: 7-on-7 football without helmets or hard-shell pads. The A7FL's unique format retains the toughness that fans of all ages crave. At the same time, its gameplay delivers action-filled performances that generate tens of millions of views and attract a new younger audience (more than 75% are 18-34). Founded in 2014 by CEO Sener Korkusuz and President Ryan DePaul, the Spring league (April-July) also added UFC® Co-Founder David Isaacs to its ranks and has grown to 30 teams in 10 divisions across the country with over 850k social media followers and partnerships with Caffeine.TV, DAZN, Stadium, and WAVE.tv. To experience A7FL action, go to [A7FL.tv](https://www.a7fl.tv), follow us on Instagram @a7fl or email info@a7fl.com.