



American 7s Football League's Fifth Season Kicks Off on April 7, 2019

The American 7s Football League (A7FL) was created to make full-contact tackle football significantly safer while retaining the toughness and excitement that fans love. The A7FL has pioneered a thoroughly familiar yet completely new game format: teams compete 7-on-7 without helmets or hard shell pads -- significantly reducing concussions and other repetitive head impacts. Not only has the league proven to be safer for players, but it's also a hit with the fans. In just the last 2 seasons, the Spring (April-July), American 7s Football League has grown from 16 to 22 teams and to over 500K social media followers with 21 live games distributed via national cable TV (ELEVEN SPORTS: DirecTV, Fios, Uverse) and online (Twitch and Facebook Watch). Founded in 2014 by CEO Sener Korkusuz and President Ryan DePaul, the league has just added UFC Co-Founder David Isaacs to its ranks and is poised for further growth with the upcoming launch of its fifth season. For more information, go to A7FL.com, visit our [Facebook page](#), and watch our [Sizzle Reel](#).

League Highlights:

- 16 teams in North East division expanding to San Diego with 6 additional teams
- Key rules changes: no helmets, pads or kickoffs, 3-on-1 special teams
- Significantly reduces concussions and other repetitive head impacts
- Season starts 4/7, Championship on 7/14

A7FL Reach:

- 500K total Social Media Followers
- 100M+Video Views in last 24 months
- National TV distribution (ELEVEN SPORTS)
- Live stream partnerships with Twitch and Facebook Watch

Viral Video & Engagement:

- Over 1.5M impressions on Live games via Facebook Watch (2018)
- Over 50M total impressions on all platforms in 2018
- 2018 top performing video: 6.9M video views, 17.3K comments, 16.5K shares (3/4/18)
- 2018 top performing live game: 827.2K reach impressions, 101K video views (4/15/18)

Key Press:

- [UFC Co-Founder Invests in No Helmet Football League \(FightSport\)](#)
- [Meet the Men of the A7FL \(Sports Illustrated\)](#)
- [Football Helmets Are Creating More Problems Than They Solve \(Sporting News\)](#)
- [Is No Helmet and No Pads the Future of Tackle Football? \(Complex\)](#)
- [Safety First Football League To Launch Next Saturday \(Forbes\)](#)