



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 TV (in 2018 via Eleven Sports and RightNowTV) and online (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 held 7/14

A7FL Reach:

- 500K total Social Media Followers
- 100M+Video Views in last 24 months
- National TV and Live Stream distribution
- Live stream cross promotion partnership with Facebook Sports to 15.2M followers

Viral Video & Engagement:

- Over 1.5M impressions on Live full 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 \(Forbes\)](#)