



# AMERICAN FOOTBALL ASSOCIATION, Inc.

A 501(c)(3) NATIONAL NON-PROFIT TAX EXEMPT CORPORATION

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"WHERE SEMI-PRO FOOTBALL LEGENDS LIVE FOREVER"

"Semi-Pro and Proud"  
Our 25th Year of Operation

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## HOLD ON TO YOUR CHIN STRAPS - THE AFA IS READY TO TAKE SEMI-PRO FOOTBALL TO A WHOLE NEW DIMENSION

While some of the AFA Spring leagues around the country are preparing for their playoffs - the Summer/Fall league teams are busy formulating plans for their early tryout camps and pre-season fitness sessions. Although many of the 60 different semi-pro football leagues that operate from coast-to-coast actually get to relax a few months between the seasons, the AFA national office is busy 12 months of the year promoting awareness for the more than 600 teams that call semi-pro football their market niche.

To help bring American Football Association member leagues some of the recognition they deserve, the national association will soon be announcing their intentions to publish their own monthly tabloid news/magazine dedicated to those leagues and teams that meet the AFA's semi-pro (senior amateur) football level qualifications.

"It's been very difficult - over the years - for teams and leagues, on our level, to get any recognition from national sports publications", said the AFA's president of 25 years, Ron Real. "So we're (AFA) going to publish our own sports newspaper similar to Pro Football Weekly to give the players, coaches, team and league management some of the publicity they so richly deserve for their dedication to our level of the game".

The American Football News (AFN) will kickoff its first issue in Mid-June of this year and will be published monthly from June through January '04. Starting in 2005 the AFN will be published from April (with coverage of the Spring leagues) through December with a special end of the year (January issue) round-up of news, views and recaps of feature stories that ran during the year.

In the next few weeks the AFNews staff will be busy contacting league commissioners and asking cooperation from those leagues who qualify for news coverage under the AFA's membership guidelines. The monthly tabloid news/magazine will have from 28 to 36 pages of feature stories, national power ratings, team and league standings and editorial columns written by sports writers eager to help promote the leagues in their regional area.

In addition, each of the AFA's affiliate organizations such as the AFA's National Coaches Assoc., AFA Players Assoc., AFA Officials Assoc., AFA Statisticians Assoc.,

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25th ANNUAL  
"ARKUSH MEMORIAL CUP"  
NATIONAL CHAMPIONSHIP  
DECEMBER 11, 2004 • SARASOTA, FLORIDA

### AMERICAN FOOTBALL ASSOCIATION NATIONAL CHAMPIONS

1980 - TWIN CITIES (Calif.) COUGARS  
1981 - RACINE (Wisc.) GLADIATORS  
1982 - CHAMBERSBURG (Penn.) CARDS  
1983 - RACINE (Wisc.) GLADIATORS  
1984 - SCRANTON (Penn.) EAGLES  
1985 - SYRACUSE (NY) EXPRESS  
1986 - CHICAGO (Ill.) CHARGERS  
1987 - SYRACUSE (NY) EXPRESS  
1988 - RACINE (Wisc.) RAIDERS

1989 - SCRANTON (Penn.) EAGLES  
1990 - BROOKLYN (NY) KINGS  
1991 - FRESNO (Calif.) BANDITS  
1992 - Du PAGE (Ill.) EAGLES  
1993 - Du PAGE (Ill.) EAGLES  
1994 - FRESNO (Calif.) BANDITS

1995 - CONCORD (NC) STORM  
1996 - FREDERICKSBURG (Virg.) GENERALS  
1997 - MARLBORO (Mass.) SHAMROCKS  
1998 - KALAMAZOO (Mich.) TORNADOES  
1999 - MARLBORO (Mass.) SHAMROCKS  
2000 - AUSTIN (Texas) RATTLERS  
2001 - KANE COUNTY (Ill.) EAGLES  
2002 - PUGET SOUND (Wash.) JETS  
2003 - BROOKLYN (NY) MARINERS

*"Semi-Pro and Proud"*

AFA Trainers Assoc. and the newly formed AFA Alumni Club for retired semi-pro'ers will all be given coverage in the monthly semi-pro football tabloid size newspaper.

The AFN will also give in-depth coverage to those nominated for selection and induction into the AFA's Semi-Pro Football Hall of Fame. Over the past 24 years the AFA has enshrined 431 players, coaches, executives, pioneers, officials, trainers, media/historians as well as individuals from youth, woman's and even the international football categories.

In the next couple of weeks the AFN's editorial staff will be looking for contributing editors who can provide professional type news stories covering the news and views about their league. Think you have what it takes to become a sports writer for the American Football News? Contact the AFN's marketing department at AFNMarketing@abcglobal.net. E-mail your name, home mailing address, phone number, e-mail address and the name of the semi-pro football league you would like to cover for the American Football News. Give a brief note on why you feel you're qualified to cover your league for our publication.

As part of the AFA's overall semi-pro football awareness program we are putting the finishing touches on our 300 page 2004 AFA Media Guide and we are expected to be ready for distribution with that publication in mid-June as well. Ordering information on how to obtain copies of one (or more) of these semi-pro fact-packed books is expected to be released next week by the AFA national office.

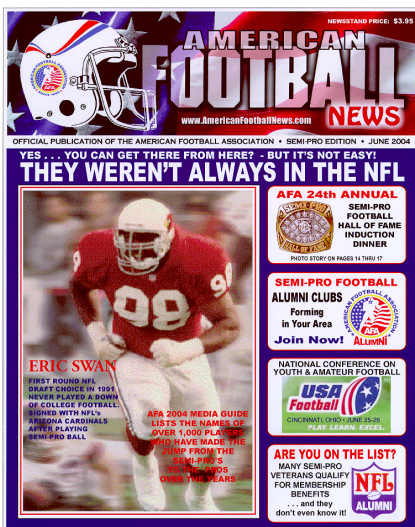
AFA teams and leagues will want to obtain copies of this impressive 300 page 2004 AFA Semi-Pro Football Media Guide (Facts and Records Book) to show to their local newspaper sports editors as well as radio and TV media directors in their area.

# Coming Your Way Soon!

IS YOUR TEAM and LEAGUE PART OF THE SEMI-PRO and PROUD MOVEMENT?

They can be . . . !

(DETAILS AVAILABLE SOON)



300 PAGE AFA 2004 MEDIA GUIDE



*"Where Semi-Pro Football Legends Live Forever"*