



# AMERICAN FOOTBALL ASSOCIATION, Inc.

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

P.O. BOX 2400 • SARASOTA, FL 34230 • USA  
Phone: (941) 388-3510 • Fax: (941) 388-2224



"WHERE SEMI-PRO FOOTBALL LEGENDS LIVE FOREVER"

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

AFA Web Site address: [www.AmericanFootballAssn.com](http://www.AmericanFootballAssn.com)  
E-Mail address: [Amerfoot@aol.com](mailto:Amerfoot@aol.com) • (and/or) • [usafoot@aol.com](mailto:usafoot@aol.com)

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## SEMI-PRO FOOTBALL NEWS MAGAZINE COMING SOON!

The American Football Association, the national association for semi-pro football teams and leagues across the country, has recently contracted with InVision Publishing Company, Inc. to produce a monthly sports publication geared exclusively at the semi-pro level of the sport.

The American Football News (AFN) will be a tabloid sized news/magazine fashioned after that of the Pro Football Weekly newspaper. While PFW is considered by those in the know, in professional football, to be the informational 'bible' of the NFL - the AFN is hoping to capture that same kind of fan and participant following from those who are dedicated to the American Football Association and their "Semi-Pro and Proud" movement.

The 32 page inaugural issue of the AFN will roll off the presses during the second week in June '04 and will contain feature stories about semi-pro football news makers and record breakers from coast-to-coast. The June cover will have a full color photo of AFA Semi-Pro Football Hall of Famer, Eric Swann, and a story on how Swann became an NFL 'first round' draft choice with the Arizona Cardinals . . . without ever playing a down of college football.

Another story, headlined 'They Weren't Always in the NFL' - gives some accounting of the number of players, coaches and front office people who over the years were able to make that big jump from the 'semi-pro's to the pros'. The sub head to that story reads: "Yes you can get 'there' from here . . . but it isn't easy"! Something every semi-pro player in the world can attest to.

While the AFN will help promote the many events sponsored or sanctioned by the AFA through the long semi-pro football season - its main function will be to bring 'awareness' to those players, coaches, executives, trainers, equipment managers, officials, and team/league administrators - who toil in the obscurity of the semi-pro football venues both in the United States - and internationally as well.

Updated league standings, national 'power ratings', AFA 'Player of the Month' (both for offence and defense) awards, top performer stories, player transactions, even a monthly semi-pro football crossword puzzle and cartoon will all be regular items found on the pages of the American Football News.

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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"*

Special columns reporting on the activities of the AFA National Semi-Pro Football Coaches Assn., AFA Players Assn., AFA Officials Assn., AFA Alumni Club and the annual AFA Hall of Fame Induction Dinner will also live on the printed pages of the American Football News.

Inasmuch as the American Football Association is in its 25th year of operation and is a 501(c)(3) public/tax exempt non-profit corporation - it is required to register its semi-pro teams and leagues as 'senior amateur'. As such, the AFA qualifies for special tax exempt benefits in order to service its members worldwide. Part of this years awareness program will find the AFA explaining to the football world, through the pages of the AFN - that the semi-pro level of the sport is **'more'** than just a hundred year old lower level (of the great American game) - with no purpose or guidance.

AFN readers will be amazed to learn that there are more than 600 semi-pro teams playing in 60 different leagues coast-to-coast. And, that those teams and leagues provide playing venues for over 50,000 active players, coaches, executives, etc. on an annual basis.

The AFN publishers are also hoping to impress many of the half million or so former (and retired) semi-pro's who qualify to be listed in the American Football Association's history books as Semi-Pro Football Alumni. "Getting the Alumni Back in the Game" will be the name of a future feature story designed to attract retired players, coaches and administrators to help support our current crop of dedicated footballers in promoting their teams to their local communities. You'd be amazed at the number of local businessmen, entertainers, civic leaders, NFL and Arena Football League staffers, etc., who qualify for semi-pro football alumni status.

The national association will be encouraging their member teams to order extra copies of the AFN each month in order to circulate them to their local news media and community leaders - to show them the sport of semi-pro football is actually better organized on the national level then they may have previously thought. And, that their local teams are a part of the fastest growing sports industry in the country today. Adult amateur (semi-pro) football. "Semi-Pro and Proud" is no longer just the AFA's slogan - "It's a sports movement"!

Details on subscription rates, advertising rates, and team bulk copy fund raising promotions will be available soon via electronic AFA News Releases.

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

