



Our 27th Year of Operation

AMERICAN FOOTBALL ASSOCIATION, Inc.

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

DEDICATED TO THE ADVANCEMENT OF YOUTH, JUNIOR AND ADULT AMATEUR FOOTBALL PROGRAMS IN THE UNITED STATES

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'JUST KICK IT' . . . NEW SEMI-PRO FOOTBALL BOOK AVAILABLE IN BOOKSTORES OCTOBER 17th

A must read for every active semi-pro football player across the nation - as well as former players - wishing they could once again experience the sounds, sights and smells of the playing field and the inside of a team locker room - one more time!

“Semi-Pro players will have a new appreciation for place-kickers after reading Mark St. Amant’s new book *Just Kick It*. Pro football fans not familiar with our level of the sport will realize what it means to play ‘for the love of the game’ (with all its life-changing experiences) and not for the monetary value that vastly separates the pros from the semi-pros”. - *American Football Association President, Ron Real*

Everyone who knows anything about the sport knows most American Rules Football place kickers are strange. More often than not, they are described as loners who share the open area of practice football fields from coast-to-coast with themselves. For the most part, even the jersey numbers they wear are nondescript and often oversized if they run into double digits. Place kickers are usually the most unnoticed players on the practice field but come game time - they’re called on by the coach (if he remembers their name) to kick a ‘game winner’ - usually with little or no time remaining on the clock. They start each game with a kickoff and then when the chips are down and the game is on the line (with the ball almost anywhere on the short side of the gridiron) the coach can be heard yelling three words of encouraging instructions to the player with the cleanest uniform on the field . . . “JUST KICK IT”.

Many semi-pro players try to use this level of the game for an opportunity to reach the next level. Some do. Most don’t. Enter Mark St. Amant, the author of a soon to be released football book *‘Just Kick It’* (published by Simon & Schuster). Amant’s book tells the tales of an under-dog, over-age, out of place, utterly inexperienced Eastern Football League player who gives his readers a true insiders look at the under appreciated yet ubiquitous game of semi-pro football and the men who play it.

While his original plan was just to interview players to see why anyone would want to extend their football careers beyond the high school and college levels - all for the love of the game, he found himself getting closer to the honest grittiness of the semi-pro level than he thought was possible. Walking the sideline as a player

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27th ANNUAL
"ARKUSH MEMORIAL CUP"
NATIONAL CHAMPIONSHIP TEAM TO
BE ANNOUNCED IN JANUARY '07

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 (New York) KINGS
1991 - FRESNO (California) BANDITS
1992 - Du PAGE (Illinois) EAGLES
1993 - Du PAGE (Illinois) EAGLES
1994 - FRESNO (California) BANDITS
1995 - CONCORD (No. Carolina) 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 (New York) MARINERS
2004 - EASTSIDE (Wash.) HAWKS
2005 - DALY CITY (Calif.) RENEGADES

“Semi-Pro and Proud”

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with a football and kicking tee in hand (instead of a pen and writing pad) gave him a close and personal relationship with his book's subjects. And, he ended up loving it as one of the guys - the team kicker.

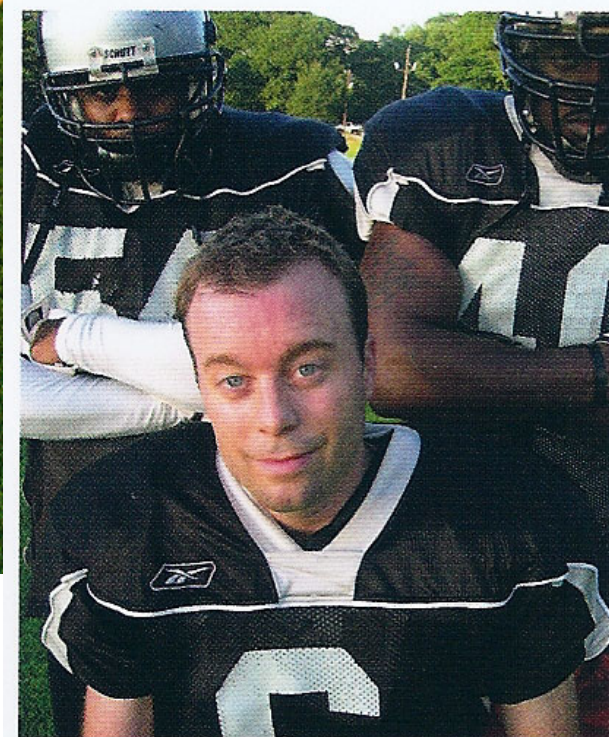
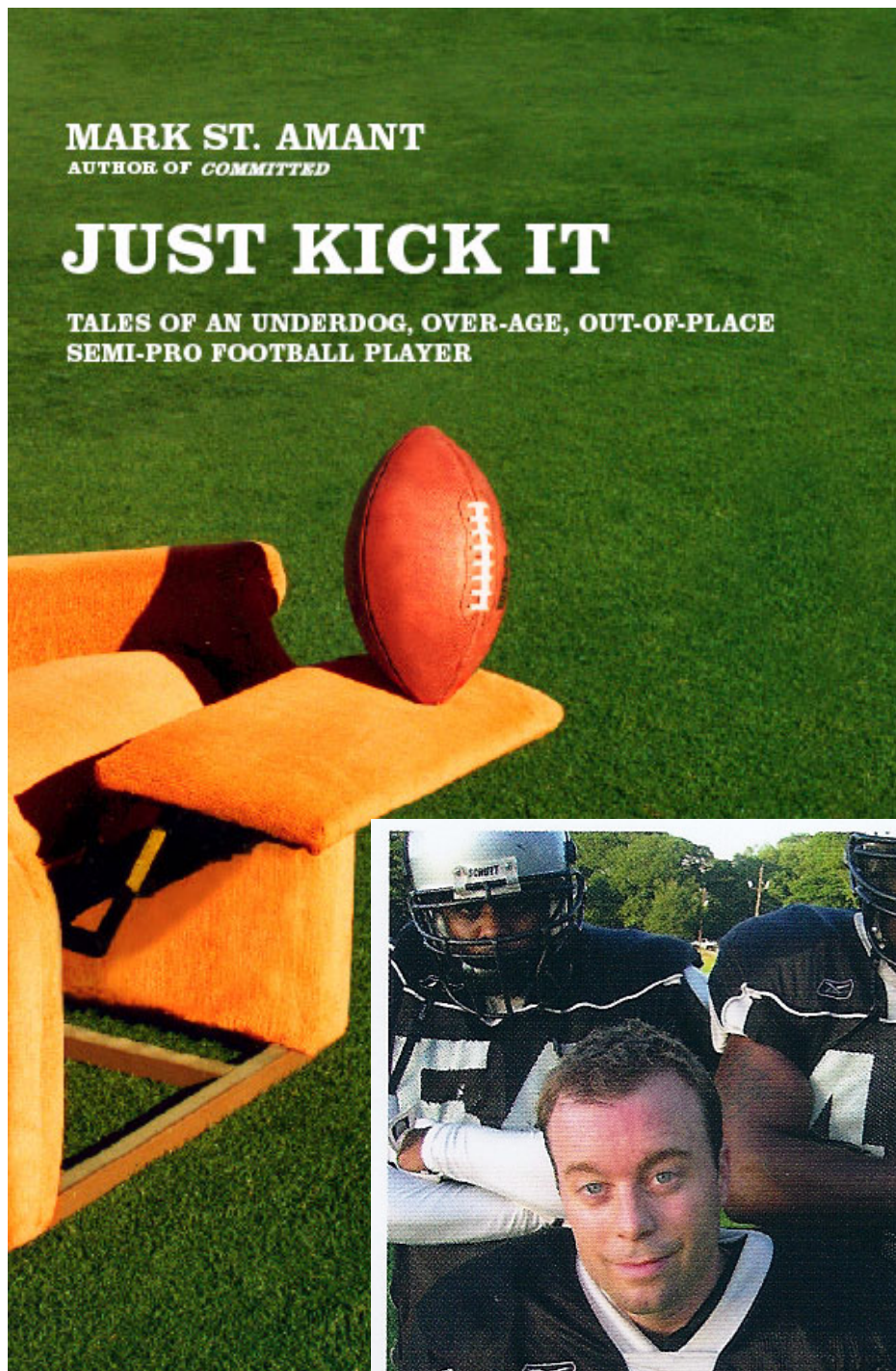
Universal themes of developed friendships, camaraderie, even race relations gave Mark St. Amant the opportunity to write *Just Kick It*.

The book, labeled as a 'must read' by the American Football Association, is sure to hit home with semi-pro players, coaches, executives, officials and fans from coast-to-coast.

It's warm, funny and realistic views chapter after chapter provides vivid memories of what life is all about for footballers who dare play the game on the semi-pro level.

JUST KICK IT . . . will be available at book stores starting October 17, 2006.

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Mark St. Amant is also the author of *Committed: Confessions of a Fantasy Football Junkie*.

Mark has regularly appeared on ESPN Classic and has contributed to the Boston Globe Magazine. He lives in Boston and plays semi-pro football for the Boston Panthers in the Eastern Football League



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

