



## **American Youth Football Announces National Sponsorship with Battle Sports**

**Miami Beach, Florida (February 22, 2019)** American Youth Football (AYF) is proud to announce it has formalized its long standing partnership with Battle Sports to be the Official Uniform and Apparel sponsor of AYF.

"Battle has supported the AYF National Championships and the AYF 8th Grade National All Star Game for the last three years and we are excited to now have the fastest growing football apparel brand, Battle; sponsor the largest youth football league on the planet." said Craig Karahuta, Vice President Football and Cheer Operations for American Youth Football. "We look forward to a long term partnership."

Battle will work with AYF at every level to provide Uniforms and Apparel at special league pricing levels. Additionally, Battle will contribute a percentage of all sales to an AYF Scholarship Fund to support the continued education of our youth athletes. "We have been working with and supporting AYF for years" says Chris Circo, CEO Battle. "We are very excited to serve the many football players and their families in a more comprehensive way going forward."

### **About American Youth Football**

American Youth Football, Inc. (AYF) is a 501(c)(3) non-profit corporation and National Youth Partner of the National Football League. AYF provides support services, scholarships, grants, "Giving Back" programs and tournaments to over 850,000 youth members. Representing participants in over 3000 cities, AYF is the only youth football program with members in all 50 states and several countries worldwide. AYF is committed to Giving Back and since its inception in 1996, has successfully donated over \$14 million dollars in grants and athletic products to communities that support youth football. AYF offers all-inclusive football and cheer divisions enabling every child a place and an opportunity to play. Visit [www.americanyouthfootball.com](http://www.americanyouthfootball.com) for more information or follow us on Twitter @AYF, Facebook @AYFandAYC, and Instagram @americanyouthfootball.

### **About Battle Sports**

For the last three years, Battle has been the nation's fastest growing football brand. Battle provides accessories and apparel through retail and digital channels across the country. Specifically, Battle provides protective products such as, gloves, integrated compression, and soft shell helmets. Battle also provides apparel for coaches, players and fans for both on and off field use. The Battle uniform offering is unlike any other with custom designs, the highest quality materials and a pro-like fit for players all the way down to 6U. In late 2019, Battle will also be releasing a limited edition cleat for the many High Schools and teams that have joined the Battle family. To learn more about Battle visit them on instagram @battlesports and at [www.battlesports.com](http://www.battlesports.com).

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