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FOR IMMEDIATE RELEASE

May 23, 2023

Steel Sports and Grrridiron Girls Join Forces to Launch Flag Football Summer Camp

BRIDGEWATER, N.J. — Steel Sports, a social impact organization creating a new standard in youth sports and coaching through its Kids First philosophy, is excited to announce its partnership with Grrridiron Girls and the launch of a flag football summer camp aimed at fostering skill development, camaraderie and building character within a fun environment.

Powered by Steel Sports and Grrridiron Girls, the flag football summer camp will take place July 16-20 at Olin College in Needham, Mass. This unique overnight camp experience will provide young athletes, ages 10-17, with an opportunity to learn from experienced coaches, enhance their football and athletic skills, and build self-confidence.

Led by its founder Dr. Jen Welter, Grrridiron Girls is dedicated to empowering young girls through football and promoting gender equity in the sport. Along with being the first female coach in the NFL, Dr. Welter is an accomplished football player and coach. She is an inspirational role model for aspiring athletes, and her involvement in the camp will provide participants with a unique opportunity to learn from a true trailblazer.

“I am thrilled to be a part of this exciting partnership between Steel Sports and Grrridiron Girls because we are aligned in inspiring youth to reach their potential both on and off the field,” Dr. Welter said. “Through this flag football summer camp, we have the chance to empower young female athletes and cultivate a love for the game. I am excited to share my experiences, inspire the next generation, and contribute to the growth of women's football.”

Steel Sports brings its rich history of fostering character and passion for sports in young athletes. With a strong focus on positive development through its Coaching System and an emphasis on its four core values: Teamwork, Respect, Integrity and Commitment, Steel Sports is forging the next generation of leaders.

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“Youth flag football’s evolution and popularity is undeniable, and we look forward to this summer and the opportunity to help grow the game even further with Grrridiron Girls,” Steel Sports President & CEO Martin Brown said. “Flag football is for everyone, and Steel Sports is committed to providing equal opportunities and empowering young athletes, regardless of gender.”

Participants in the flag football summer camp can expect a comprehensive curriculum designed to enhance their football skills, promote teamwork, and instill valuable life lessons. The camp will prioritize a positive and inclusive environment, ensuring that every athlete feels supported and empowered to reach their full potential.

Registration for the flag football summer camp is now open and can be accessed at steelsports.com/flagfootball. Early registration is encouraged as spaces are limited, and campers can choose between overnight and full day options.

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About Steel Sports:

Steel Sports is a social impact organization with the mission of inspiring youth to reach their potential, on and off the field, by developing them as athletes and people through the Steel Sports Coaching System. Through its “Kids First” approach, Steel Sports is establishing a new standard in youth sports and coaching, forging the next generation of leaders by instilling Steel Sports’ core values: Teamwork, Respect, Integrity, and Commitment. Steel Sports creates a positive and fun youth sports experience for over 100,000 athletes each year. For more information, visit steelsports.com.

About Grrridiron Girls:

Grrridiron Girls is an organization dedicated to changing the game for girls and women by changing the game of football. Often referred to as the final frontier for girls and women in sports, football is the perfect sport to teach girls confidence. Known as a woman of many firsts Dr. Jen Welter, founded Grrridiron Girls so that she could directly impact the lives of girls through mentorship and her personal philosophy that in football and in life, what makes you different makes you special. www.jenwelter.com

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