



DR. JEN WELTER TO HOST “A DAY IN THE LIFE: THE ULTIMATE INSIDERS EXPERIENCE FOR WOMEN” IN LAS VEGAS AHEAD OF SUPER BOWL LVIII, FEBRUARY 8, 2024

*Bringing Women into the Heart of the Game*

Las Vegas, NV. (November 30, 2023) — In anticipation of the upcoming Super Bowl LVIII in Las Vegas, Dr. Jen Welter - trailblazer as the NFL's inaugural female coach and two-time Gold medalist is once again presenting A Day in the Life, the ultimate football insider experience tailored for women of every fitness level set against the iconic backdrop of the Las Vegas Strip on February 8, 2024.

A Day in the Life, presented by women for women, aims to channel women's energy, athleticism, and enthusiasm with a passion for football, offering them an exclusive opportunity to step onto the field and immerse themselves in the game. Women make up 47% of the NFL fan base. They are dedicated fans, fully invested in the future of the sport.

“This event is a celebration of empowering women through the game of football. I want them to see, experience, understand, and LOVE the game as I do. Hence, A Day In the Life,” shared Dr. Jen Welter. “Football has allowed me to showcase my physical, mental, and intellectual strength, proving that women can and should be integral to the game. Through A Day in the Life and my ongoing work with GRRRidiron Girls, we are unlocking the thrill of football for all women and girls.”

#### “A DAY IN THE LIFE” EXPERIENCE

Imagine this: You've been drafted by Dr. Jen Welter, the first female coach in NFL History, and you report for training camp. First, you get your ADIL team gear and then meet your celebrity captains, coaches and teammates before grabbing your playbook and heading to the field for a one-of-a-kind hands-on experience.

Once on the field, participants will be introduced to Coach Jen's All-Star Coaching core, featuring NFL Linebacker Chris Draft; NFL Punter Marquette King; Gracie Martinez - a pro rugby player from the Dominican Republic National Team (an Osprey member); Ahman Green - NFL Running Back; Santia Deck - athlete influencer & founder of Tronus; Adrienne Smith - pro football wide receiver and actress, and Lois Cook - a pro football player and founder of Cleats and Stilletos, to name a few.

Coach Jen refers to football as full-contact chess, so you will learn the chess pieces, how they move, and how they combine to make the great game work. Your player experience starts with a dynamic warmup, followed by position-specific drills led by some of your favorite former and current NFL players and athletes. Then you and your team put it all together with offense and defense on air. The fieldwork wraps up with a cooldown with renowned fitness trainer Sarah Dorough (Osprey), cocktails and beats by DJ L3xi (Osprey). Then you transition to the post-game celebration for cocktails and Q&A. You'll finish the day ready for Sunday's big game.

The festivities commence with a visit to the ADITL All-Pro Gifting Suite, where participants can fill their gameday satchel with carefully curated items donated by event sponsors to enhance their game both on and off the field. With one-on-one time with coaches and influential voices in football, participants will depart inspired, energized, and filled with unique takeaways.

“We are delighted to bring A Day in the Life and Grrridiron Girls to Nevada because of their rich history as pioneers in girls’ flag,” shared Laurie Voke, founder of Female Fan Nation. “Flag football is one of the fastest-growing sports today. In America, around [474,000 young women](#) between the ages of 6 and 17 played flag last year — a massive 63% increase from 2019. The surge in participation led some states to sanction girls’ flag as a high school sport in 2023, and we will see women play flag football in the 2028 Summer Olympics in Los Angeles.”

Through A Day in the Life, ongoing efforts with GRRRidiron Girls, and unwavering commitment, football legend Dr. Jen Welter continues to widen the doors to football for all women and girls. Proceeds from the event support the GRRRidiron Girls Foundation, ensuring that the future of football begins today.

To learn more or to register, visit A Day in the Life at [jenwelter.com](http://jenwelter.com). Ready to play? [Purchase tickets here.](#)

#### Details:

A Day in the Life of an NFL Player Camp for Women

February 8, 2024

9 am to 2 pm PST at the Las Vegas Sports Park

Registration begins at 9 am for training, activations, exhibitors, music and more.

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#### ABOUT DR. JEN WELTER:

Dr. Jen Welter is a groundbreaking, barrier-busting force of nature. She is a trailblazer, sports pioneer, Ph.D., passionate leader, world-renowned speaker, entrepreneur and source of inspiration around the globe. Her relentless pursuit of individual excellence and success in repeatedly challenging the status quo fuels her current drive to help others achieve their best—in sports, health and wellness, professional pursuits, and life. She tackled her football career with fearless tenacity and an unprecedented track record of pioneering firsts. Building on her remarkable career in women’s football, which included 2 Gold medals with Team USA, 4 World Championships and 8 All-Star selections, Dr. Jen busted into the men’s game as the first female running back signed to a men’s professional team. Blending her passion for the game with a powerful, unique communication style, she broke through the biggest boys club of all, the NFL, as the first female coach in the league and the Madden NFL 20 video game. Crystallizing her journey into a playbook for overall success, she published *Play Big, Lessons in Living Limitless from the First Woman to Coach in the NFL*.

Not content to stop there, Dr. Jen’s belief in the power of sport to transform society inspired her to create sustainable platforms and inclusive programs to help women become leaders, give girls access and empower kids to overcome challenges through physical, emotional and social well-being. Programs include Grrridiron Girls, the first national movement for girls in flag football; A Day in the Life, the insider’s football experience getting women onto the field and into the game; and Critter Fitter: a series of kids’ books with a cast of adorable critters who help kids get fitter, not only in terms of motion but emotion as well. For more on Dr. Jen Welter, visit [www.jenwelter.com](http://www.jenwelter.com).



ABOUT FEMALE FAN NATION:

Female Fan Nation is the only community that connects women who love and watch professional sports. The experience is a one-stop shop for insider content, game access, VIP events, and fan gear. The full-service destination provides benefits through a free and super membership, offering huge value in everything that matters to a female sports fan. For more on Female Fan Nation, visit [www.femalefannation.com](http://www.femalefannation.com).



ABOUT OSPREY:

Osprey is a vetted membership community for female professional athletes and entertainers. Within the community, members connect with peers to cross brand, build, discuss, and learn. With a plethora of resources, core sessions, events, and brand building the Osprey community is changing the landscape for females in these sectors. Osprey is about empowering, connecting, and taking action to elevate careers, showcase journeys and create legacies. For more on Osprey, visit [www.joinosprey.com](http://www.joinosprey.com).



ABOUT LAST NIGHT'S GAME

Last Night's Game is a platform that helps women leverage the sports conversation to gain the upper hand in the workplace – without feeling inauthentic or awkward. Using their background in professional sports leadership, sibling duo Amy and Scott started Last Night's Game because they couldn't find anything when searching for a source that breaks down sports in an easy-to-understand, pop culture-facing way. So they created it. Fans are addicted to the short, sweet and entertaining content delivered via a weekly email publication and triweekly podcast. For more on Last Night's Game, visit [www.lastnightsgame.com](http://www.lastnightsgame.com).

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