



WE'RE COMING TO

DEFEND CONNECTICUT

WELCOME

FRIENDS, GUESTS, & DISTINGUISHED MEMBERS OF THE CONNECTICUT MEDIA
THURSDAY, APRIL 4, 2024 - FAIRFIELD COUNTY BANK - DANBURY
CONNECTICUT PROFESSIONAL FOOTBALL LAUNCH



Fairfield County Bank

APRIL 4, 2024

MEDIA RELEASE



PROFESSIONAL INDOOR FOOTBALL LANDS IN CONNECTICUT FOR THE 2025 SEASON DANBURY, THE DANBURY ICE ARENA SELECTED BY THE ENTERTAINMENT FOOTBALL ASSOCIATION

Danbury, CT: From the lobby of the Danbury branch of Fairfield County Bank today, league officials including ENTFLA Commissioner, and Hall-of-Famer Andre Reed formally announced that the Entertainment Football Association has selected Danbury, Connecticut, and the Danbury Ice Arena as the first location for its inaugural 2025 season.

The ENTFLA will launch a very unique professional football and concert series in each community in which the league plays starting in late May of 2025. Each team including Danbury will host 4 games in addition to traveling for four additional contests. The regular season will be rounded out with a ninth game being played between two ENTFLA teams in a neutral site identified for its potential to serve as a future expansion community. Two rounds of playoffs will follow in early August after the regular season concludes in late July. Additional sites for the three remaining 2025 inaugural season teams have been identified and will be announced over the coming several months with the league retaining ownership of all teams.

The impressive level of football will include former Division I and III college players (some who may have also earned NFL playing experience) looking to extend their playing careers and hoping to catch the eye of scouts from higher levels of football including the CFL, UFL, and of course, the NFL. Unique rules designed to further engage fans such as the 7 on 7 format with a reduced play clock to leave fans wanting more, and the elimination of kicking forcing teams to “go for it” on fourth down and try for two-point conversion are all part of this new league.

But it is much more than football! From pre-game tailgate parties, to acrobatic and thrilling halftime acts, to the post game autograph sessions giving fans an opportunity to meet players, cheerleaders, and coaches after each contest right on the field...this is true entertainment! Perhaps the best part will be the high-level concerts that will proceed each game right on the field! “No reason to head out after the two-hour, near-NFL quality football game because a nationally recognized music act will be up next!”, explained league founder Douglas Freeman.

League officials also called upon the community to assist in naming the team. “This is Danbury’s team, we want the people of this community to name it, stated league commissioner Andre Reed, “We love this community, it’s arena, and the people who run them so we look forward to making this team and these events something that Danbury is proud of.”

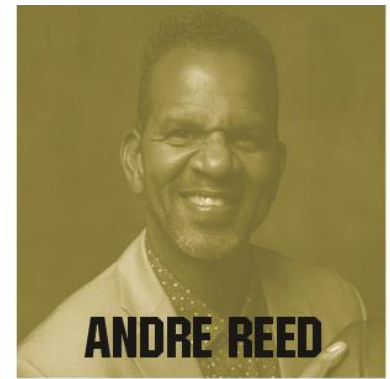
Season tickets were also put on sale today where a small deposit will guarantee fans first pick of seat locations for both the football games and the concerts. Just like the name-the-team contest, more information can be found by visiting GOENTFLA.com.

WHO ARE THE

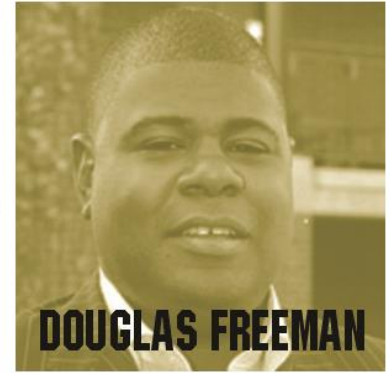


ENTERTAINMENT FOOTBALL ASSOCIATION

- **LEAGUE:** ENTERTAINMENT FOOTBALL ASSOCIATION, A 4 TEAM LEAGUE OPERATING IN THE NORTHEAST
- **ENT-FLA TEAMS:** DANBURY, CT; WITH 3 ADDITIONAL TEAMS ANNOUNCED BY JULY OF 2024 FOR THE INAUGURAL 2025 SEASON
- **ENT-FLA COMMISSIONER:** ANDRE REED
- **TEAM OWNER:** ENTERTAINMENT FOOTBALL ASSOCIATION, INC
- **TEAM STAFF:** TEAM ADVISOR MIKE SAFRANEK, WITH FULL-TIME STAFF BEING HIRED BY JULY
- **LEAGUE ADVISOR:** TOMMY BENIZIO, BENIZIO SPORTS
- **SEASON DATES:** JUNE THROUGH AUGUST OF 2025
- **NUMBER OF GAMES:** 9 REGULAR SEASON WITH EACH TEAM PLAYING 4 HOME AND 4 ROAD GAMES PLUS A NEUTRAL SITE GAME
- **HOME ARENA:** THE DANBURY ICE ARENA
- **WEB ADDRESS:** GOENTFLA.COM
- **TEMP TEAM PHONE:** 214-412-6889
- **EMAIL:** LISA@GOENTFLA.COM
- **TEAM OFFICE LOCATION:** TBD



ANDRE REED



DOUGLAS FREEMAN



RITA LEE



LISA GIAMO



TOMMY BENIZIO

ENTERTAINMENT FOOTBALL ASSOCIATION

TIMELINE OF EVENTS



APRIL 2024

- ANNOUNCE TEAM COMING TO DANBURY, CONNECTICUT
- DEPOSITS ACCEPTED FOR SEASON TICKETS & SUITES
- LAUNCH NAME-THE-TEAM CONTEST

JUNE 2024

- UNVEIL TEAM NAME AND LOGO
- INTRODUCE FIRST-EVER TEAM GENERAL MANAGER

JULY 2024

- OPEN TEAM OFFICES

AUGUST

- HOST PREVIEW GAME AT ICE ARENA
- FINALIZE FULL STAFF

SEPTEMBER 2024

- LAUNCHING OF IN-SCHOOL PROGRAM
- LOCAL SCHOOL CHILDREN TO PARTICIPATE IN COLORING CONTEST TO DESIGN NEW TEAM UNIFORMS

OCTOBER 2024

- PRESS CONFERENCE AT LOCAL SCHOOL TO UNVEIL NEW UNIFORMS

DECEMBER 2024

- TEAM CHRISTMAS CHARITY INITIATIVE

JANUARY 2025

- ANNOUNCEMENT OF PROMOTIONAL CALENDAR

FEBRUARY 2025

- UNVEILING OF NEW TEAM MASCOT

MARCH 2025

- PRESS CONFERENCE TO INTRODUCE NEW HEAD COACH

APRIL 2025

- INTRODUCE ENTIRE COACHING STAFF

MAY 2025

- TURF UNVEILING, TEAM TO HOST INAUGURAL SEASON TICKET HOLDER PARTY
- INTRODUCE THE "FINAL" ROSTER
- HOST MEDIA VS. CORPORATE PARTNER FLAG GAME ON TURF

JUNE 2025

- SEASON PREMIERE GAME TO BE HELD AT THE DANBURY ICE ARENA!



ALL PLANS AND DATES ARE TENTATIVE AND ARE SUBJECT TO CHANGE.

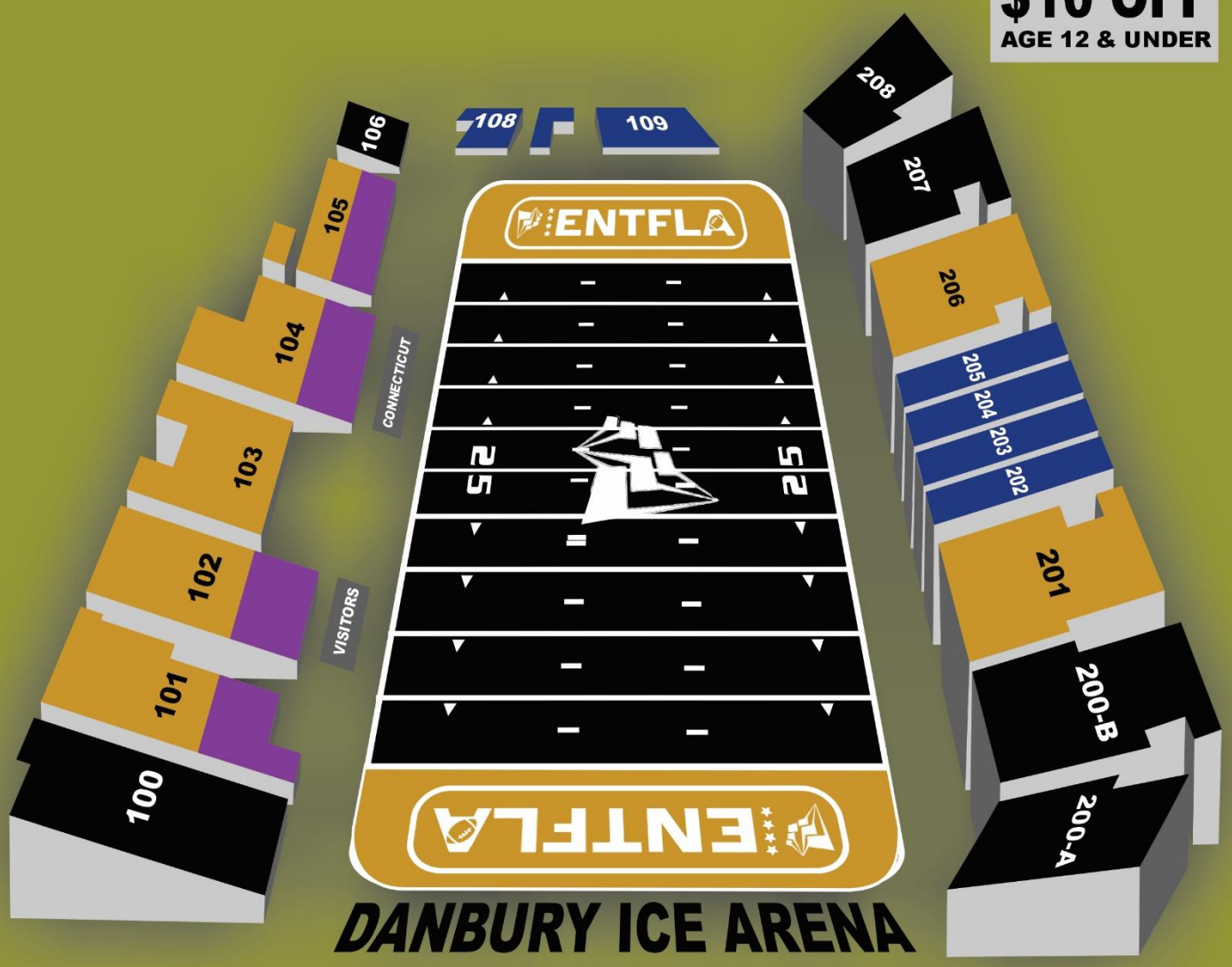


	DAY PASS	SEASON PASS
FIELD/SKY SUITE	\$SOLD OUT	\$450
PREMIER	\$70	\$240
V.I.P.	\$50	\$175
SELECT	\$30	\$120

THE **HOTTEST** NEW TICKETS IN CONNECTICUT ARE AVAILABLE **NOW!**

All Passes include Professional Football Game and Full concert

KIDS TICKETS \$10 OFF
AGE 12 & UNDER



DANBURY ICE ARENA

VISIT GOENTFLA.COM OR CALL 214.412.6889 TO GET YOURS TODAY!

HEY CONNECTICUT IT'S YOUR TEAM... ...SO YOU NAME IT!

PRESENTED BY



DON'T JUST CHEER FOR YOUR NEW FOOTBALL TEAM...NAME IT!

BEGINNING ON APRIL 4TH AND RUNNING THROUGH APRIL 26TH, THE GOOD PEOPLE OF THE DANBURY AREA CAN SUBMIT THEIR SUGGESTIONS ON WHAT THE TEAM NAME SHOULD BE! GET CREATIVE! THINK ABOUT THE THEME OF THE TEAM, LOGO, COLORS...ALL OF YOUR INPUT IS WELCOME AND WE BELIEVE THAT THERE ARE NO BAD SUGGESTIONS! WE CAN HARDLY WAIT TO SEE WHAT OUR COMMUNITY COMES UP WITH FOR A NAME!

HOW DO I PARTICIPATE?

SIMPLY LOG ON TO :
WWW.GOENTFLA.COM AND CAST YOUR SUBMISSIONS, BUT ONLY ONE SUGGESTION PER EMAIL ADDRESS.

THE ENTERTAINMENT FOOTBALL ASSOCIATION

WOULD LIKE TO THANK THE FOLLOWING PARTNERS FOR MAKING TODAY'S EVENT POSSIBLE



Fairfield County Bank®

