



FOR IMMEDIATE RELEASE

Media Advisory: Kickoff Event for Region 19 Female Flag Football Pilot and Championship

El Paso, Texas – January 16, 2025 – The Dallas Cowboys and Houston Texans in partnership with the El Paso Sports Commission, Zebra Sports, and area high schools, is excited to announce the official launch of the **Region 19 Female Flag Football Pilot and Championship**. Sponsored by the Cowboys and the Texans, the initiative aims to promote female athletics and create new opportunities for young athletes in the El Paso community.

The kickoff event will take place on:

Date: Tuesday, January 21, 2025

Time: 6:00 PM

Location: Radisson Hotel - Airport, El Paso, Texas

The event will feature a double-blind drawing to determine team affiliations for the league's inaugural season. Additionally, NFL Executive Vice President of Football Operations **Troy Vincent** will address the community, marking this significant milestone in the evolution of female sports in El Paso.

The Region 19 Female Flag Football Pilot Championship includes participation from **8 school districts**, representing a total of **39 teams**. The season will run from **April 29 to May 16, 2025**, with games hosted at various schools across the city. The excitement will culminate in the championship tournament, scheduled for **May 19 to May 22, 2025**.

This initiative underscores a shared commitment to fostering inclusion, athletic excellence, and community engagement in youth sports. The Region 19 Female Flag Football Pilot and Championship promises to be an enduring addition to the El Paso sports landscape, setting the stage for future growth and inspiration.

Media RSVP: Media representatives are invited to cover this momentous event. Please RSVP by emailing arodriguez@elpasosports.us by January 20, 2025.

About the Partners:

- **Dallas Cowboys and Houston Texans:** The Dallas Cowboys and Houston Texans, iconic in the NFL, embody a legacy of excellence and a passionate commitment to success on and off the field.
- **Zebra Sports:** Specializes in education and training for aspiring college and NFL officials.
- **El Paso Sports Commission:** Dedicated to promoting and supporting sports initiatives in the region.

Join us as we celebrate this historic moment and the bright future of female athletics in El Paso!