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Contact: Steve Brener, BZA, 818-398-8039; Arlene Guzman, BZA, 415-517-547
Media Toolkit

SHARE THE PLAYBOOK: LA FLAG FOOTBALL SUMMIT BRINGS LEADERS TOGETHER TO BUILD ROADMAP FOR THE FUTURE OF FLAG FOOTBALL AHEAD OF SUPER BOWL LXI

Leaders representing Los Angeles Country schools, community organizations, coaches, governing bodies, and public agencies gathered to identify resources, address barriers and inform future investments in youth sports and wellness. Los Angeles Country schools, community organizations, coaches, governing bodies, and public agencies gathered to identify resources, address barriers and inform future investments in youth sports and wellness.

LOS ANGELES, Oct. 22, 2026 — The Los Angeles Super Bowl LXI Host Committee (LASBHC), in partnership with the NFL Foundation, Los Angeles Rams, LA84 Foundation and the Play Equity Fund, convened the **Share the Playbook: LA Flag Football Summit** on **October 20, 2026 at BMO Stadium**. The one-day event brought together more than 100 attendees from more than 40 organizations across youth sports, education, health and philanthropy to explore how flag football can expand opportunities for young people to be active, healthy and connected across the Los Angeles region and inform a forthcoming Regional Landscape Report that will guide future investments and collaboration in the sport.

As one of the key pillars of the Los Angeles Super Bowl LXI Host Committee's legacy program, the LA Flag Football Summit created a forum for stakeholders to discuss the current state of flag football. Attendees identified strategies to increase participation, strengthen support systems and expand access to play as part of a broader effort to advance youth health and wellness.

"One of the most important objectives of hosting global events like Super Bowl LXI, is to leave a lasting legacy throughout our region," said **Kathryn Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission; CEO, Los Angeles Super Bowl LXI Host Committee**. "The LA Flag Football Summit allowed us to identify more opportunities for young people to be active and healthy. The insights generated throughout the day will help shape future investments and build a stronger and more connected ecosystem for youth sports across Los Angeles."

As Los Angeles prepares to host Super Bowl LXI in 2027 and welcome flag football's Olympic debut in 2028, the Summit leveraged the momentum of these global events through a series of panel discussions, breakout sessions and keynote conversations, to create lasting community impact and advance youth health and wellness throughout the region.

“With flag football as one of our region’s fastest growing youth sports, the LA Flag Football Summit gathered leaders to ensure we grow the game at the grassroots level, build pathways for all kids to participate, and create new opportunities,” said **Renata Simril, President of the Play Equity Fund, and President & CEO of the LA84 Foundation**. “The Summit showed us there is a mandate for access and affordability for youth and families to flag football in Los Angeles, with over 40 percent of organizations identifying creating opportunities for girls as a priority. The legacy of Super Bowl LXI will meet this moment and expand participation for youth in local communities far into the future, so flag football continues to grow with collaboration, investment and long-term sustainability.”

The one-day summit was emceed by **Lolita Lopez,** NBC4 Anchor, and featured leaders from City-Wide Sports, Compton Unified School District, the NFL, Woodcraft Rangers, USA Football and Los Angeles County Parks and Recreation on a panel discussing *The State of Youth, Health and Flag Football*. The industry leaders examined how young people currently access flag football across schools and community-based programs, highlighted areas of growth, acknowledged barriers to participation, and identified opportunities to better serve youth. The panel set up a topic to explore for the day and raised the question about the future for youth flag football in Los Angeles.

“The LA Flag Football Summit provided a valuable opportunity to strengthen the Rams’ commitment to serving communities and exploring how flag football can advance youth wellness,” said **Johnathan Franklin, Senior Director of Social Justice and Football Development, Los Angeles Rams**. “With Los Angeles as the home of Super Bowl LXI and hosting the debut of flag football at the 2028 Olympics, there’s no better time to invest in the pathways the sport can create for young people across the region. Ensuring access to the game is central to our mission at the Rams, and alongside the Los Angeles Super Bowl LXI Host Committee, the NFL Foundation, LA84 Foundation and the Play Equity Fund, we are committed to expanding our impact.”

Following the opening panel, attendees participated in breakout sessions focused on three key areas shaping the future of flag football in the region: strengthening coaching and building that pipeline for training, certification, mentorship, retention and clear quality standards; expanding access to facilities, programs and investment; and creating clear pathways for young people to participate and continue the sport throughout their lives, particularly girls and underserved communities.

The Summit concluded with a keynote conversation moderated by **Curt Menefee**, veteran broadcaster and host of FOX NFL Sunday, with **Sam Rapoport**, Commissioner of the Grand Slam of Flag (GSF), **Ashlea Klam**, USA Football Women’s Flag National Team Player and **Anelly Alba**, Hope International University Flag Football Student-Athlete. The discussion explored the rapid growth of flag football and the expanding opportunities for girls.

"The enthusiasm exhibited at the LA Flag Football Summit was just one reason I was proud to be a small part of it,” said **Curt Menefee, FOX NFL Sunday Host**. “The explosion of flag has been astronomical for young women, increasing from 16,000 to more than 100,000 participants at the high school level since 2021. That rapid increase requires more, and better, organizational structure—from coaching, to officiating, to league administrators. To have a place where all could exchange ideas and help each other

as the sport continues to grow was phenomenal to witness. While the outside world may be focused on the Olympic debut of Flag Football at the LA games in 2028, those involved aren't waiting to find ways to improve the sport and the lives of young women who play it more and more each day."

"As flag football continues to grow, our focus needs to be on not just getting girls into the game, but keeping them in it," said **Sam Rapoport, Commissioner of the Grand Slam of Flag (GSF)**. "That means creating opportunities for girls to develop their skills, compete throughout her childhood, and see a future for themselves in the sport. Through initiatives like GSF, we're working to elevate elite women's flag football and create more visibility and opportunities for athletes. Events like the LA Flag Football Summit are important because they bring together the people who can help build those pathways and ensure girls have every reason to stay in the game."

Following the Summit, the findings will help to inform a Regional Landscape Report, identifying available resources, critical gaps and priorities for coordinated philanthropic investment to create a roadmap for future action and collaboration. This report will be published prior to Super Bowl LXI.

For more information, on Super Bowl LXI and legacy initiatives in Los Angeles, visit LASuperBowlHC.com.

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About the Los Angeles Super Bowl Host Committee
The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LXI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park and the Los Angeles Rams. For more information, visit lasuperbowlhc.com.

About the NFL Foundation
The National Football League Foundation is a nonprofit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country. The NFL Foundation and its members, the 32 NFL clubs, support the health, safety and wellness of athletes, youth football, and the communities that support our game. Over the past half-century, the NFL Foundation has emerged as one of the leading philanthropic entities in America, contributing to NFL team communities, national and international disaster relief efforts, and societal issues. For more information on the NFL Foundation, visit: www.NFLFoundation.org.

About the Play Equity Fund
The Play Equity Fund was established by the LA84 Foundation as a 501(c)3 public charity, and it removes barriers to ensure all children have access to the transformative power of sport and play. The Play Equity Fund supports the sports-based youth development ecosystem for greater impact, raises awareness of inequities and develops partnerships to advocate for sustainable solutions to ensure all children have pathways through sport for lifelong well-being. Visit playequityfund.org and follow @playequityfund.

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