FOR IMMEDIATE RELEASE

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West Texas NFL Flag Football League Partners with Kids, Incorporated

Expanded Opportunities to Serve More Than 2,500 Youth Athletes Across the Region

Amarillo, Texas — Kids, Incorporated is proud to announce the merger of the West Texas NFL Flag Football League with its long-standing youth sports programming, creating one of the largest and most dynamic flag football programs in the region.

Kids, Incorporated has served youth across the Texas Panhandle for more than 80 years, providing affordable, community-based athletic programs focused on character and development.

The merger brings more than 800 West Texas NFL Flag players together with over 1,700 athletes already participating in Kids, Incorporated's established flag football program. The unified league will now serve more than 2,500 young athletes across Amarillo and surrounding communities.

Dalton Bell, who has been instrumental in building and growing West Texas NFL Flag into one of the premier NFL Flag leagues, will serve as the lead administrator of the program. His leadership, vision, and dedication to youth development have created a strong foundation that will now expand through this partnership. Jerry Branch, Kids, Incorporated's Director of Programs, will work directly with Bell to ensure a seamless transition.

"West Texas NFL Flag is excited about this new partnership with Kids, Incorporated and the opportunity to broaden our reach in bringing NFL Flag football to boys and girls across the Texas Panhandle and Western Oklahoma," said Bell. "Together, we will offer both select and recreational divisions so every athlete has a place to play, compete, and develop."

Bell continues, "We are deeply committed to supporting the growth of girls flag football, including a strong push to expand high school girls programs throughout the region. We believe the future of this sport includes tremendous opportunities for young women. We have been blessed with many incredible families and athletes who have been part of our league for years, and we look forward to continuing to serve them while expanding throughout Amarillo and, eventually, into surrounding Kids, Incorporated affiliated satellite communities."

"For the past ten years, Dalton has done an outstanding job creating excitement and growth around NFL Flag in West Texas," said Jimmy Lackey, President & CEO of Kids, Incorporated. "We are honored to partner with him and bring our organizations together to provide even more opportunities for young athletes in our community."

The league will utilize the NFL Flag 5-on-5 format, a fast-paced and exciting style of play that emphasizes skill development, teamwork, and inclusivity. Teams will wear the official NFL Flag reversible jerseys representing the 32 NFL franchises.

"The NFL Flag 5 v 5 format is an outstanding version of the game," Bell said. "It allows more kids to be actively involved on every play, encourages skill development in open space, and

creates an environment where both boys and girls can compete and succeed. We are especially excited to expand opportunities for girls to participate and grow the game."

Flag football will debut as an official medal sport at the 2028 Los Angeles Olympic Games, featuring men's and women's 5-on-5 competitions. Organized with support from the NFL and the International Federation of American Football (IFAF), the tournament marks a historic milestone for the sport's global growth.

"The inclusion of flag football in the 2028 Olympics is a historic milestone for this sport," Lackey added. "It reinforces that what we are building locally is part of something much bigger. Rockrose Sports Park will feature eight regulation-size NFL Flag turf fields, with space to mark an additional nine fields for tournament play."

League Structure Moving Forward

For the upcoming spring season, teams will be formed by grade level and school area, reinforcing Kids, Incorporated's long-standing model of community-based competition.

In the fall, two league options will be available:

- Traditional League: Teams formed by grade and school area, continuing the community-focused format families have come to expect.
- Select League: Designed for players who wish to form their own teams and compete against other select teams. The select division will feature an expanded schedule and conclude with a season-ending tournament, providing additional games and a heightened competitive experience.

"Our goal is to offer something for every family," Bell said. "Whether a child wants to play with classmates and neighborhood friends or compete at a higher level in a select environment, we now have a structure that supports both."

"This partnership allows us to build something even stronger for the youth of West Texas," said Bell. "We're combining tradition, innovation, and a shared passion for serving kids."

Registration for the spring league will open Monday, March 23. League play will begin May 9.

For more information, visit www.kidsinc.org or contact the Kids, Incorporated office at 806-376-5936.

About Kids, Incorporated

Founded in 1945, Kids, Incorporated is a nonprofit youth sports organization serving Amarillo and surrounding communities. The organization provides affordable, community-based athletic programs focused on skill development, character, and positive competition.