

2022  
**U.S. ARMY**  
BOWL



**THE U.S. ARMY, GOAT FARM SPORTS, AND BALLY SPORTS ANNOUNCE THE LAUNCH OF THE U.S. ARMY BOWL**

*The Biggest Week in American Football Comes to Frisco's The Star, Home of The Dallas Cowboys, December 2022*

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**Frisco, TX, JUNE 22, 2022** - Representatives of the U.S. Army, GOAT Farm Sports, Bally Sports, and the Dallas Cowboys gathered today to announce the launch of The U.S. Army Bowl, a blue-chip prep football game. The U.S. Army Bowl will be played on December 17, 2022, at Ford Center at The Star, the Dallas Cowboys world headquarters and practice facility in Frisco, Texas. The announcement also includes a series of top football events to be held in Frisco for the top football teams and football players from around the nation.

Billed as the nation's "Biggest Week in Football," The U.S. Army Bowl week will spotlight the nation's top 80 preps in an East vs. West match-up airing on Stadium and across the Bally Sports regional networks. The week will include media day, an awards dinner, a 7v7 event, a skills contest for the nation's top prep athletes, and conclude with a live telecast featuring U.S. Army All-Americans announcing their college commitment on National Signing Day.

In addition to the top preps, the week will attract the best of the best from all football levels, including tackle and non-tackle events:

- a national prep combine (500 athletes)
- a national youth combine (500 athletes)
- a youth tackle championship (32 teams)
- a flag competition (50 teams)
- a high school 7v7 national championship (50 teams)
- more than 4,000 football players participating in the Bowl game and Football Fest (free)
- and cheerleaders and band members from across the country for a spectacular sideline and halftime show

The events kick off on December 14 and conclude on December 21 with the live telecast of National Signing Day. The Bally Sports regional networks will stream or televise more than 20 hours of the exciting action from the combine and championship events during the week.

The events are being produced by GOAT Farm Sports under the strategic development of Rich McGuinness, the founder and architect of the former U.S. Army All-American Bowl launched in December of 2000. Rich also created Football University, the U.S. Army National Combine, and the National Youth Championship. Rich spent four years leading the football event division in Canton at the Pro Football Hall of Fame Village, where he created the World Bowl and 7v7 championship.

"It is an honor to come together with these world-class partners to create America's biggest week in football," said McGuinness. "The U.S. Army has a long history with, and commitment to, supporting high school football. We are excited about their Bowl activation, especially in the DFW region, the nation's top football market. It will be an unforgettable moment for the nation's top football players and teams, from flag to D1 recruits, as they experience their best and biggest football moments at the home of the Dallas Cowboys, a global football destination."

"Our partnership with Bally Sports and Sinclair Broadcast Group has helped build and reimagine bowl week, taking this week of football to a whole new level," continued McGuinness. "Their commitment to showcasing top athletes and top teams from professional, high school, and youth sports, on the local, regional, and national levels, is second to none."

"The US Army Dallas Recruiting Battalion is excited and welcomes the return of the US Army's support to high school football nationally and regionally in the DFW area through the Bowl and Bowl events this December in Frisco," said Lieutenant Colonel John L Harrell, Commanding, U.S. Army Recruiting Battalion, Dallas. "It is the hope of the Dallas Recruiting Battalion to capitalize on this opportunity to bring awareness to local and national student athletes of the benefits of becoming a future Soldier. I have experienced first-hand the positive benefits of collegiate athletics and the way by which students can be developed through discipline, hard work, and determination, as well as life-altering experience and training in the US Army. Our American Soldiers share these characteristics and values and we look forward to sharing the field in some capacity with these fine student athletes."

"We all love sports for the attributes it underscores, leadership, reliability, responsibility, persistence and humility among them. We take great pride in highlighting these qualities at the Prep level and look forward to partnering with such talented and prestigious organizations to deliver live coverage of the U.S. Army Bowl and the surrounding events this December," said Steve Rosenberg, President, Bally Sports.

"We are very excited to partner with the U.S. Army to host their inaugural Bowl game at Ford Center at The Star this December," said Dallas Cowboys Chief Operating Officer Stephen Jones. "We built the venue to showcase iconic high school football games such as a game of this magnitude, and we recognize the U.S. Army's commitment not only to the DFW region, but all across the country."

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#### **About GOAT Farm Sports LLC**

GOAT Farm Sports LLC, headquartered in New Jersey, is the creator and producer of elite-level youth and prep sports events, including Takis National Signing Day on The Stadium Network, The Ladies Ball National Girls Basketball Championship in partnership with the Women's Basketball Hall of Fame, and the U.S. Army Bowl featuring the country's top high school football players launching in December 2022. GOAT Farm works with myriad partners and sponsors across multiple promotion channels, including live activation, social media engagement, and digital and broadcast content. Partners include the Women's Basketball Hall of Fame, U.S. Army, Bally Sports Network / Sinclair Broadcast Group, Gatorade, and Hudl.

#### **About The Star:**

The Star is the 91-acre campus of the Dallas Cowboys World Headquarters and practice facility in Frisco, Texas. Developed as a first-of-its-kind partnership between the City of Frisco and Frisco ISD, The Star features Ford Center, a 12,000-seat stadium that hosts Frisco ISD football games and other events; Cowboys Fit, a 60,000 square-foot gym developed in partnership with leading fitness developer, Mark Mastrov; and Cowboys Club, a members-only club where the country club meets the NFL. Throughout 2017, The Star will welcome The Omni Frisco Hotel, a 16-floor, 300-room luxury hotel; Baylor Scott & White Sports Therapy & Research at The Star, a 300,000 square-foot center of excellence for sports medicine; as well as a variety of shopping, dining and nightlife options. For more information on The Star, visit: <http://thestarinfrisco.com/>.

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