



FOR IMMEDIATE RELEASE

Bowl Contact: Richard McGuinness,
rmcguinness1776@gmail.com, 973-214-4266

Goat Farm Sports, Creators of the U.S. Army Bowl and ‘America’s Biggest Week in Football’, Announce Partnership with Unleashed Flag to Extend National Reach To Top Flag Female Athletes

Unleashed’s Kevin Dickens Jr. Named National Recruiting Director for National Flag Properties

Frisco, TX, September 1, 2026 - Goat Farm Sports (GFS), creators of the U.S Army Bowl, the National Combine, The National Flag Showcase and The Flag Bowl, announced an exciting partnership with Unleashed Flag Foundation, a grassroots media and event company, focused on growing the sport of flag football for girls and the development of young girls through flag football combines, camps and training opportunities.

The iconic All-American Bowl that works with the U.S. Army and has featured top football preps for years, has expanded its event network to feature top female flag athletes. GFS now runs two national flag showcases in Williamsburg, Virginia and in Frisco, Texas and an All-American Flag Bowl that features the nation’s top 30 high school female flag athletes which takes place alongside the All-American Bowl and Tour, supported by the U.S. Army.

As Goat Farm Sports looked to grow the flag portfolio for girls, the partnership with Unleashed was a great fit given Unleashed's authentic presence in the flag space. Unleashed’s national reach through events and media will help support the Bowl’s portfolio and extend it faster to more top athletes from around the country. In a very short time, Unleashed has built an exciting event engine dedicated to young women in the flag space.

“Unleashed has the pulse of flag football for girls, and Kevin Dickens has a wide network of top athletes, coaches and clubs that are behind the surge in flag football today. We are excited to work with Kevin and Unleashed on national scouting, rankings, skill development and the build-out of world-class events that attract the best in girls flag football,” stated Richard McGuinness, Chairman of Goat Farm Sports.

Dickens will take on the position of National Recruiting Director and focus on the The National Flag Showcase and The Flag Bowl to take place this December at The Star during Bowl Week that will feature top middle school and high school flag athletes.

“Unleashed is excited to join up with Goat Farm Sports and their iconic football properties that have become the new frontier for girls flag football. Their national properties have been very successful and growing. I look forward to helping them to attract new athletes, build great events and create the pipeline for girls in this exciting flag football space,” stated Kevin Dickens, president of Unleashed.

Unleashed Contact: Kevin Dickens Jr.
unleashedflag@gmail.com, c: 940-290-4141

###

About the Military Appreciation Bowl

The Military Appreciation Bowl is dedicated to honoring the men and women of the U.S. military. Through partnerships, community engagement, and memorable competition, the Bowl celebrates service members' dedication while creating meaningful connections between sports, business, and the military community.

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. GOAT Farm Sports Chairman Rich McGuinness is the founder of the U.S. Army Bowl featuring the country's top high school football players. GOAT Farm works with myriad partners and sponsors across multiple promotion channels, including live activation, social media engagement, and digital and broadcast content.

About Unleashed Flag Football Foundation

Unleashed Flag Foundation is a youth-focused nonprofit organization dedicated to expanding access, athlete development, exposure and meaningful opportunities through flag football, with a strong emphasis on creating pathways for girls and young women in the rapidly growing sport. Based in the Dallas-Fort Worth area, the Foundation creates environments where young athletes can compete, develop, gain exposure and connect with opportunities beyond their local communities. Through showcases, combines, skills development, athlete evaluations, tournaments, college-coach engagement and community initiatives, Unleashed Flag Foundation works to bridge the pathway between youth flag football, high-school competition and collegiate opportunities.

The Foundation also places a strong emphasis on athlete visibility. Through Unleashed Flag TV, event photography and video, athlete interviews, combine testing, evaluations and digital media, Unleashed works to provide athletes with opportunities to showcase both their athletic abilities and their individual stories.

Website:

UnleashedFlagFootball.com

Instagram:

[@unleashedflag](https://www.instagram.com/unleashedflag), [@special_k_to_the_d](https://www.instagram.com/special_k_to_the_d)

Facebook:

[Facebook.com/unleashedflag](https://www.facebook.com/unleashedflag)

YouTube / Media:

Unleashed Flag TV