



## **FOR IMMEDIATE RELEASE**

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### **Elevating Indoor Soccer Worldwide**

The Major Arena Soccer league will make its first appearance at Sportel Monaco October 28-30 at The Grimaldi Forum, elevating indoor soccer to new heights for its global audience this fall.

The MASL represents the highest level of professional indoor soccer in the world, featuring clubs across North America with teams competing in the U.S, Mexico and players representing over 50 countries. Attending on behalf of the MASL will be one of the most recognized players in the league and Olympic gold medalist Marco Fabián alongside MASL's Executive Board President and team owner Jeff Burum.

Sportel attendees are invited to visit the MASL booth and meet the team that will be showcasing the powerful impact that MASL and MASL Women have on communities worldwide. Fabian will be available for meet and greets with photos for fans.

“It is an honor to represent the MASL at this year’s Sportel Monaco,” said Burum. “This is an extremely exciting time in the MASL and we are looking forward to meeting with the thought leaders and innovators of sports and entertainment from across the globe and introduce them to one of the most exciting and fan friendly sports in North America.”

From fan engagement and entertainment to entrepreneurial opportunities for local and national businesses, the MASL is the perfect sports entity for fostering community and growth. Through innovative app development, the MASL is redefining fan engagement and adds significant value to the sports landscape. The league is actively pursuing partnerships with broadcasters, streamers, investors, and sponsors to expand its influence and reach.

### **MASL’s Innovation Labs: Redefining Fan Engagement Together**

Brent McKendry, head of product, leads the MASL Innovation Labs, focusing on fan engagement technologies. MASL has developed groundbreaking solutions that connect fans to the action, the organizations, and the players. The **MASL iFutbol Fantasy** app allows fans to create their own leagues, invite friends to play, and select players based on their positions and ratings. After each game, new leaders are crowned, and fans can trade players and use iFutbol cash to earn points and rewards. Additionally, MASL has launched a team-based application that enables fans to request personalized video messages and calls from players while providing game schedules, scores, and player ratings. Join

Brent at the MASL booth to discover more about MASL Innovation Labs and how they can elevate fan engagement for your team and organization.

**MASLW: Women’s Professional Indoor Soccer**

The Major Arena Soccer League Women (MASLW) is new for the 2024-25 season. Through a recent alignment with the Premier Arena Soccer League women’s teams will join the MASL to unify the sport for men and women in North America. This historic unification marks the first time women’s teams will compete under the MASL brand, aligning with the increasing popularity of women’s soccer globally.

“Providing a path forward for talented players has always been at the forefront of the indoor soccer pyramid,” noted MASL Commissioner Keith Tozer. “This unification, along with the continued growth of MASL2 and MASL3, will significantly advance indoor soccer across North America.”

The unified MASL brand, which now consists of MASL, MASL2, MASL3 and MASLW will feature approximately 80 teams from coast to coast across two countries, ensuring consistency and cohesion under MASL rules and professional standards.