



12 November 2013

7mate headed to the gridiron with Legends Football League

The premiere season of the Legends Football League Australia is set to air exclusively on 7mate starting on December 14.

Under a new broadcast partnership between Seven and the Legends Football League, 7mate will have exclusive broadcast rights to all eight regular season matches of the new Australian women's gridiron competition, as well as the LFL Australia championship match, Legends Cup 2014.

LFL Australia's premiere season will include four state clubs: the Western Australia Angels, Victoria Maidens, New South Wales Surge and the Queensland Brigade. Stadiums include Skilled Park (Gold Coast), AAMI Park (Melbourne), CentreBet Stadium (Penrith) and nib Stadium (Perth).

"The LFL has developed a great fan base here in Australia and we feel 7mate is the perfect fit from an audience perspective for this emerging and entertaining sport", said Saul Shtein, Head of Sport, Seven Network.

"We have proven that there is a great audience for LFL in Australia. We were simply limited as to reaching a wider national audience, this partnership with 7mate opens the door to developing the next big Aussie sport", said Mitchell S. Mortaza, Founder & Chairman, LFL Global.

The LFL on 7mate is scheduled to premiere on Saturday, 14 December at 10.30pm with LFL Australia's 'State of Origin' as the New South Wales Surge host the Queensland Brigade in HD from CentreBet Stadium.

LFL on 7mate Broadcast Schedule

Saturday, 14 December 2013, 10.30pm
Queensland v NSW (CentreBet Stadium)

Saturday, 21 December 2013, 10.30pm
WA v Victoria (AAMI Park)

Saturday, 28 December 2013, 10.30pm
Queensland v WA (NIB Stadium)

MEDIA RELEASE

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Saturday, 4 January 2014, 10.30pm
Victoria v NSW (CentreBet Stadium)

Saturday, 11 January 2014, 10.30pm
WA v Queensland (Skilled Park Stadium)

Saturday, 18 January 2014, 10.30pm
NSW v Victoria (AAMI Park)

Saturday, 25 January 2014, 10.30pm
Victoria v Queensland (Skilled Park Stadium)

Saturday, 1 February 2014, 10.30pm
Bye week (No telecast)

Saturday, 8 February 2014, 10.30pm
NSW v WA (NIB Stadium)

Saturday, 15 February 2014, 10.30pm
Legends Cup 2014, LFL Australia Championship Game (NIB Stadium)

For more information:
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