

UFL sets milestones at mid-point from sports page 1

thrilled with the quality of football, the fan engagement and some truly incredible moments that have captured the nation's attention."

Burke Magnus, President, Content, ESPN: "The UFL has driven consistently strong viewership across ESPN platforms throughout the first half of the inaugural season. Our innovative coverage, along with the high level of play on the field, has clearly resonated with fans in a meaningful way. Spring football is on a growth trajectory, and we look forward to continued collaboration with the UFL and more success in the second half of the season."

UFL Social Media Engagement

- 175M views across all social platforms.
- Instagram: 67M
- Facebook: 46M
- TikTok: 42M
- Twitter: 20M
- Total views have surpassed the entire season view total for the 2022 USFL season (125M views), 2023 USFL season view total (135M views) and the 2023 XFL season view total (159M views)
- 4.02M media followers
- Instagram: 1.5M
- Twitter: 852K
- TikTok: 745K
- Facebook: 652K
- Threads: 232K
- 360K new followers since the start of the season.
- In the first 5 weeks of the season, YouTube tallied 7.8M views and gained 37k subscribers, outperforming the first 5 weeks of the 2023 USFL season (800k views, 4k subscribers) and the first five weeks of the 2023 XFL season (300k views, 4k subscribers).

UFL App

- Launched on March 19, the

Kirk Whalum releases 'Epic Cool' and set for Memphis on June 2... from sports-Ent. 5

"Crusaderation" produced by Kirk Whalum

Tour Dates

- April 30 - May 14 - Dave Koz and Friends at Sea 2024 - Athens, Greece
- June 2 - Kafé Kirk - Memphis, TN
- June 8 - Thornton Winery - Temecula, CA
- June 21-23 - Blues Alley Club - Washington, DC
- June 26-27 - Blue Note - Tokyo, Japan
- July 26-28 - The Jazz Kitchen - Indianapolis, IN
- August 11 - Long Beach Jazz

app now has 79K active users and 4.1M screen views.

UFL Website

- Launched on December 31, 2023, theufl.com has 2.7M users and 7.9M screen views.

Attendance

- Over 250K fans have attended UFL games.
- St. Louis set the attendance record for a modern spring football league game with 40,317 at The Dome at America's Center on April 6.

Football Metrics

- Average game time of 2:56:31
- 94.9% kickoff return rate.
- Average starting field position is the 36.1-yard line.
- Average of 42.5 points per game.

• **Jake Bates'** 64-yard field goal set a spring football record and is two yards short of the NFL record of 66 yards by Justin Tucker

As the League enters the second half of the regular season, the UFL remains committed to unleashing football's power to transform futures and connect people through world-class competition, highlighted by innovation and accessibility on the field, off the field and through our media partners and digital platforms.

The 2024 UFL season will conclude with the Championship game on June 16th, hosted at The Dome at America's Center in St. Louis and broadcast on FOX at 5 PM ET.

The United Football League (UFL) is the premier spring football platform, formed by the merging of the XFL and USFL in 2024 under the combined ownership of RedBird Capital Partners, FOX, Dany Garcia and Dwayne Johnson. The UFL has eight teams in Arlington (TX), Birmingham (AL), Detroit (MI), Houston (TX), San Antonio (TX), Memphis (TN), St. Louis (MO), and Washington D.C.

53 Memphis student-athletes graduate with 26 graduating with multi-honors



MEMPHIS, Tenn. – Fifty-three Memphis Tiger student-athletes participated in spring commencement ceremonies at FedExForum over the weekend, with 26 graduating with honors.

The 53 student-athletes represent 15 different sport programs. Degrees conferred include mechanical engineering, civil engineering, finance, business economics and psychology,

"Graduation season is always a special time, and we are incredibly proud of this most recent group of student-athletes who earned their degrees from the University of Memphis," Memphis Interim Athletics Director Jeff Crane said.

among many others. Seven student-athletes finished Master of Business Administration degrees, and seven others earned graduate certificates.

"Graduation season is always a special time, and we are incredibly proud of this most recent group of student-athletes who earned their degrees from

the University of Memphis," Memphis Interim Athletics Director Jeff Crane said. "The way in which these student-athletes excelled in the classroom in addition to in their athletic pursuits is something to be admired. We are excited to see what is next for this group of student-athletes, who will always be Memphis Tigers. A special thank-you to our Center for Athletic Academic Services staff for supporting all our student-athletes every step of the way."

The 53 student-athletes who graduated this spring are in addition to 20 others who earned their degrees in December. A total of 35 of the 73 student-athletes graduated with honors this year. Final spring 2024 semester grades are still pending, and Memphis student-athletes recorded a cumulative grade point average of 3.26 in fall 2023. In the fall, Men's Tennis

led all male teams with a record-high team GPA of 3.79, and Women's Cross Country led all female teams with a 3.78 fall team GPA.

Additionally, in the NCAA's latest Graduation Success Rate report for the most recent 2016 cohort (2013-16), which calculates the rate at which student-athletes graduated within six years, Memphis' overall 93 percent GSR is above the Division I average of 90 percent in addition to ranking third in the American Athletic Conference. Memphis has now recorded a department GSR of at least 93 percent in four-straight cohorts (2013-16).

Graduating Summa Cum Laude (3.8-4.0 GPA):

- Brandon Brackett** – Men's Soccer
- Rebecca Brink** – Women's Golf
- Vincent Chenier** – Men's Track & Field
- Spencer Evans** – Men's Track & Field
- Jenna Gibson** – Softball
- Aliyah Green** – Women's Basketball
- Logan Longo** – Men's Soccer
- Samantha Spencer** – Women's Track & Field

- Liam Walsh** – Men's Track & Field
- Juan Zabala** – Men's Tennis

Graduating Magna Cum Laude (3.5-3.79 GPA):

- Riley Davis** – Baseball
- Bryce Edmondson** – Football
- Pau Fanlo** – Men's Tennis
- Tyler Heckert** – Baseball
- Bailey Houlihan** – Volleyball
- Jack Kersey** – Rifle
- Bryce Meredith** – Men's Soccer
- Jalyssa Smith** – Women's Track & Field

Graduating Cum Laude (3.25-3.49 GPA):

- Jake Curtis** – Baseball
- Koby Drake** – Football
- Jevyon Ducker** – Football
- Chandler Martin** – Football
- Cory Pitlik** – Men's Soccer
- Camila Soares** – Women's Tennis
- Jasmyn Tate** – Volleyball
- Esteban Vazquez** – Men's Golf

For complete information on Memphis Tigers Athletics, visit www.GoTigersGo.com and follow the department's social media channels on Twitter, Instagram and Facebook.

Accenture named official business and technology Consulting Partner of NFL

NEW YORK– May 6, 2024 – The National Football League and Accenture announced a partnership naming Accenture the Official Business and Technology Consulting Partner of the NFL. Throughout the five-year partnership, the NFL will harness Accenture's technology and data expertise to help shape the future of football.

"We are thrilled to welcome Accenture as the Official Business and Technology Consulting Partner of the NFL," said **Tracie Rodburg**, senior vice president of sponsorship management at the NFL. "We both understand the importance of embracing change and the transformational power of technology. As the game continues to evolve, we will lean on Accenture's knowledge and expertise to elevate various areas of our business to benefit our game and our fans."

To continually innovate both on and off the field, Accenture and the NFL will team up to enhance data-driven decision making in three key league business areas: Football, financial operations and human resources.

"Nothing is more exciting than working with a brand that is so

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committed to reinventing itself by pushing boundaries, incorporating both technology and AI into every level of football," said **Jill Kramer**, chief marketing and communications officer at Accenture. "We are proud to partner with the league as it continues to drive innovation – through the use of AI and data-driven strategies – across key areas of its business."

In the partnership, Accenture will deploy its experience, expertise and best practices across multiple industry sectors. This

work will elevate the NFL's corporate and club financial operations across its systems, processes and personnel. It will be driven by increased visibility into the data and metrics behind the numbers.

In addition, the NFL will collaborate with Accenture to support and transform human resource (HCM) and enterprise resource planning (ERP) functions and analytics. Accenture will continue to drive new efficiencies and automation across the NFL's back-office functions.

Noel Winn, Accenture's client account lead for the NFL said, "We are so excited to launch this partnership with the NFL and to have the opportunity to help guide their future vision by strengthening not only their back office but tying those efficiencies to operations and fan experience as well."

Statements from Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue

growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation-led company with approximately 742,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities.

Visit www.accenture.com for more information

UofM searches for athletics director from sports page 1

will take those positive vibes into the summer as we seek out an innovative, bold leader who will bring the program into the next era."

"This is a special opportunity to help shape the future of Memphis Athletics," echoed Gregory. "The new athletics director will have an impact far beyond the playing fields — they will usher in the next generation of student-athletes and prepare them for success, all while guiding the rise of

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As the search for the next athletics director begins, Memphis Athletics is continuing forward with plans for an academic and athletic facilities master plan

known as Memphis Athletics Park as well as the renovation of Simmons Bank Liberty Stadium following a generous \$50 million

challenge gift from the Frederick W. Smith Family.

FedEx recently added to the momentum in athletics with a five-

year, \$25 million NIL (name, image and likeness) commitment to support Tiger student-athletes.

MEMPHIS

LOCK IT BEFORE YOU LEAVE IT!

- Always lock your vehicle
- Always take your keys with you
- Never leave your vehicle running unattended
- Park in well-lit areas
- Park in a garage if you have one
- Never leave the title of the vehicle inside the car
- Invest in a club or other style of steering wheel lock
- Invest in a car alarm triggered when a window is broken
- Install a tracking device on your vehicle, so that if it is stolen law enforcement can locate it.

Massachusetts Prostate Cancer Coalition (MPCC) presents 2024 Virtual Symposium

Video: Get the facts about fighting Prostate Cancer

Get the facts

- Clarity on diet and lifestyle
- AI approaches for research and treatment
- How do we manage a rising PSA after primary therapy?
- Living well as a prostate cancer survivor

Friday, May 17 (8:00 am - 11:30 am EST)
(Free to attend, Registration required)
Register for virtual symposium:
<https://masspcc.org/event/2024-Symposium>

Gary Halvorsen **Doug Meehan** **Dr. Geo Espinosa**