

Sports & Entertainment

UFL continues to innovate with feature-packed app team customization and in-app ticketing highlight experience

ARLINGTON, TX. – March 19, 2024 — The United Football League (UFL) announced the launch of its mobile app for the 2024 season. Designed to serve as the ultimate companion for fans of the UFL both in team markets and nationwide, the new app is packed with features that provide comprehensive coverage from around the League, immersive experiences, and entertaining content curated by UFL experts. Loyal team supporters will enjoy the customizable app functionality that allows users to tailor the experience based on their favorite team. Whether it's receiving real-time updates, accessing exclusive content, or connecting with fellow fans, our app ensures that every interaction is tailored to reflect the unique spirit and identity of each team.



Fans on the go will appreciate its real-time scores and stats. From game highlights to player interviews, the app offers a one-stop destination for all things UFL, ensuring fans never miss a moment of the action. Whether fans are following their favorite team or keeping tabs on league-wide matchups, they can rely on the app to deliver up-to-the-minute updates. In addition to comprehensive coverage of games, the UFL app provides access to up-to-date team and player stats, as well as league standings. With just a few

taps, fans can dive deep into the numbers and track the performance of their favorite players and teams throughout the season. The UFL app also streamlines gameday access, offering the convenience of buying and managing UFL tickets directly from their mobile device. With just a few taps, fans can secure their seats and make sure they're part of the excitement every step of the way. For fans looking to show their support in style, the app includes access to the UFL Shop, where they can browse and purchase of-

ficial merchandise. "The UFL app is essential for maximizing the fan experience both in our team markets and nationwide," said Scott Harniman, SVP Technology for the UFL. "Not only does it include all of the features fans expect from a premier professional sports league, but as innovation continues to be a pillar for the UFL, we're working with our fantastic partners at YinzCam to bring even more unique experiences into the UFL app throughout the season." "We are thrilled and proud to work with the UFL to launch a fan-first mobile destination encompassing highlights, interviews, statistics, push notifications, mobile ticketing, and information on all eight UFL teams, along with a favorite team

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personalization experience. Our goal is to keep innovating the UFL mobile fan experience," said Priya Narasimhan, CEO and Founder of YinzCam, the com-

pany at the forefront of mobile apps for global professional sports. The UFL app is now available for download on both iOS and Android devices, giving fans access to the ultimate UFL companion wherever they go. To learn more about the app and its features, visit theufl.com.

About the United Football League
The United Football League (UFL) is set to launch as the premier spring football platform, formed by the merging of the XFL and USFL in 2024. 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.

NFL announces two exclusive streaming games for 2024 from sports page 1

night of their opening weekend in over 50 years. The Philadelphia Eagles are the first team to be announced for the game, with their opponent and kickoff time to be determined later. Amazon's Prime Video – home of Thursday Night Football – will add an NFL Wild Card game to their schedule this season. This will mark the second time an NFL playoff game has been available exclusively via a streaming service following last season's Wild Card game on Peacock. "As media consumption habits evolve, the NFL continues to work with our partners to put our games on digital platforms where our fans are increasingly spending their time," said Schroeder. "The viewership success of both Thursday Night Football on Prime Video and the historic Wild Card game on Peacock last season are strong indi-

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cators our streaming distribution is resonating with our fans." "It's exciting for Peacock to exclusively showcase the NFL's first-ever regular season game in Brazil as part of NBC Sports' unprecedented presentation of three primetime games on the NFL's opening weekend," said Rick Cordella, president, NBC Sports. "Peacock continues to deliver the best experience in sports streaming, as this game will follow this summer's Paris Olympics and Paralympics, which will have every event live streamed on the

service." "We are thrilled to bring the excitement of an NFL Wild Card playoff game to Prime Video for the first time," said Jay Marine, global head of sports and ads, Prime Video. "Following our first two groundbreaking seasons of Thursday Night Football and our first-ever Black Friday Football game, we're proud to expand our relationship with the league,

and we're looking forward to continuing to innovate for fans this season." In keeping with a long-standing NFL policy, both the Week 1 Brazil game on Peacock and the Wild Card game on Prime Video will be available on free, over-the-air broadcast television in the local markets of the competing teams as well as on mobile devices with NFL+.

Last season, the AFC Wild Card game between the Miami Dolphins and Kansas City Chiefs exclusively on Peacock averaged approximately 23 million viewers, setting a record as the most-streamed live event in U.S. history. Additionally, the game reached 32.1 million total viewers. In its second season as the home of Thursday Night Foot-

ball, Prime Video averaged 11.7 million viewers during the 2023 season, an increase of +22% versus 2022. Additionally, Thursday Night Football featured 13 weeks of double-digit, year-over-year viewership gains and all 16 games won the timeslot among total viewers against competing programming on broadcast and cable.

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The National Civil Rights Museum welcomes Martin Luther King III & family from sports -Military page 4

King, the only grandchild of Dr. King, is an activist and children's book author having recently published *We Dream A World*, a tribute to her grandparent's legacy. Having appeared on the world stage and in national media interviews, she uses her voice to speak up on key issues including gun violence, climate change, and racial equality. As a teen creative, **Yolanda King** will lead the youth segment of the commemoration with words of inspiration and introduction of the "I AM the Legacy" poetry and spoken word winners to be announced this month. The competition is designed for high school students to use the performative art of poetry on topics that identify their thoughts, solutions, or designs on how they envision freedom, equality, and justice for their future. The competition is made possible by The Memphis (TN) Chapter of The Links, Incorporated. "This year, the commemoration is poignant as we elevate the 'drum major instinct' Dr. King expressed, but with the fierce urgency of now," said **Dr. Russ Wigginton**, Museum President. "Given today's climate, we recognize we all must move toward greater justice, peace, and righteousness from wherever we stand," he said. Each year, the Museum commemorates the tragic event that occurred on the balcony of the Lorraine Motel in 1968. This year's event features a keynote speaker, special performances, fraternal tribute, and changing

the balcony wreath with a moment of silence at 6:01 pm Central when Dr. King was slain. **Rev. Dr. Dorothy Sanders Wells**, the Rector of St. George's Episcopal Church, will give remarks. Wells has recently been elected the first woman and first Black person elected as Bishop of the Episcopal Diocese of Mississippi. She is a former Memphis attorney and has served on the Board of Directors of Metropolitan Inter-Faith Association (MIFA), Church Health, Room in the Inn-Memphis, and Community Alliance for the Homeless. **W. Crimm Singers AKA Wakkanda Chorale**, a professional ensemble-in-residence of Tennessee State University's Big Blue Opera Initiatives, will perform music of the Black experience throughout the diaspora and every genre connected to it with major emphasis on the Negro Spiritual, African American operatic, and concert repertoire, hymnody, and anthems. During the 4:00 prelude, recorded speeches by Dr. King will broadcast in the museum courtyard. Guests are welcome to attend the free commemoration in the museum courtyard, weather permitting. In the event of rain, the event will be held inside the museum's Hooks Hyde Hall. Registration is highly recommended for the link to the live-streamed presentation. For more information, visit April4th.org.



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