



FOR IMMEDIATE RELEASE

INFO@KEVINBARBARO.COM

347-709-7033

AMERICAN TRACK LEAGUE FOUR-MEET INDOOR ESPN/ESPN2 DEAL ANNOUNCED

ATLANTA: The American Track League has announced that their made-for-TV, four-meet, indoor elite track and field series will be broadcast live on ESPN/ESPN2. The series, which features the top men’s and women’s track and field athletes in the World, has also been added to the **World Athletics Indoor Tour Silver Label**.

The 2021 season, which was originally to take place in various cities around the USA, will take place at one location in order to create a strict and comprehensive COVID protocol for all athletes, coaches and officials. The four meets will be held on the campus of the University of Arkansas at the Randal Tyson Track and Field Center. The 2021 edition of the American Track League will not have fans in attendance. However, these made-for-TV meets will be two hours in length and include some modified events to create more fan engagement and excitement.

As part of the World Athletics Indoor Tour Silver Label, the athletes have an opportunity to earn bonus points, based on their performances, that can enhance their ability to advance to the Olympic Games in Tokyo.

KNOCKOUT EVENT: One such modification is that each meet will have one “Knockout Event”. Each week the world-class field in one of the short sprint/hurdles events (60-meter dash or 60-meter hurdles), will be advancing to the finals in a unique, “Knockout”. Those events will have a first round of 4 heats and two competitors in each heat. The winner of each head-to-head trial will advance to a four-person semi-final round. The semi-final will also be head-to-head with two heats and the winners advancing to the Final. However, as a unique fan-engagement process, one of the knocked-out athletes will be added to the final by fan vote on social media. Voting opens immediately after the last semi-final and fans watching LIVE around the world, can take to Twitter @AmericanTrack and vote for their favorite to make the final.

FANINTERVIEW: In addition, each week, one fan will be able to ask one of the competitors an interview question. Through social media, fans will be able to submit their interview question to be read on-air by the ESPN commentators. Fans are encouraged to interact with the show’s live social media to create an intimate fan experience.

Another such modification for TV is in the field events. There will be a modified advancement system that will ensure the events take place within the TV window. Those modifications will be announced each week heading into the events based on entries.

TENTATIVE Meet Schedule and TV Station/Times (Order of events and final event lists to be finalized)

Sunday, January 24, 2021	Randal Tyson Track and Field Center	Fayetteville, Arkansas
ESPN 2-4PM (Central)		
Men’s Events:	60M 400M 60HH SP	
Women’s Events:	60M 300M 400M 800M 60H PV HJ	
Knockout event:	Women’s 60-meters.	

Sunday, January 31, 2021	Randal Tyson Track and Field Center	Fayetteville, Arkansas
ESPN2 1-3PM (Central)		
Men’s Events:	60M 200M 800M 60HH SP	
Women’s Events:	60M 400M Mile 60H PV LJ	

Knockout event: TBD

Sunday, February 7, 2021 **Randal Tyson Track and Field Center** **Fayetteville, Arkansas**
ESPN 3-5PM (Central)
Men's Events: 60M 400M Mile 60HH LJ
Women's Events: 60M 200M 800M 60H PV HJ
Knockout event: TBD

Sunday, February 14, 2021 **Randal Tyson Track and Field Center** **Fayetteville, Arkansas**
ESPN/ESPN2 TBD (Central)
Men's Events: 60M 300M 800M 60HH SP
Women's Events: 60M 400M 1000M 60H PV
Knockout event: TBD

American Track League (ATL) is founded and owned by Paul Doyle of Doyle Management.

Corporate sponsorships to be announced in coming weeks.

What they are saying:

Paul Doyle (CEO/Founder) American Track League

"We are extremely excited to be able to pull this off despite the challenging times. Olympic sport needs exposure to thrive and these athletes need these competitions to prepare and qualify for the 2021 Olympic Games. Arkansas Vice-Chancellor and Director of Athletics, Hunter Yurachek, and the University of Arkansas support staff, has just been incredible in supporting us. They recognize the desperate need we have for these events to take place and the value that we can bring to the institution. Without their support, we would be dead in the water, so I must give sincere thanks to the University of Arkansas. "

Clayton Murphy (USA) 2016 Olympic Bronze Medalist 800-meters

"Our sport has been relatively dormant for the past year, and I am really itching to compete! Without competition, we lose our sense of purpose as professional athletes. There were quite a few competitions that were held in some capacity in 2020, but most of the American athletes were unable to compete. I'm excited to have options on American soil this year."

Sandi Morris (USA) 2016 Olympic Silver Medalist Pole Vault

"I'm so proud to call myself a Razorback as the University stepped up to help our sport thrive with these American Track League events. I am excited to compete on my home track and to get exposure on ESPN Networks for our sport. This is such an important year with the Olympics this summer and I could not ask for a better opportunity to kick off the season at my home track."

Grant Holloway (USA) 2019 World Champion 110HH

"As a collegiate athlete; we competed week in and week out on US soil. As a professional, we are usually crossing oceans for opportunities compete. To have these American Track League events to compete at is a blessing. I'm looking forward to competing on US soil for an ESPN crowd as I make the journey to the Olympic Games."

Ryan Crouser (USA) 2016 Olympic Gold Medal Shot Put

"I am beyond excited for the American Track League ESPN Series. This has been a challenging year for everyone, track and field athletes as well. Through all the challenges of 2020, I have, and many other professional track and field athletes have, trained in empty fields, parking lots and garages in hopes for an opportunity to compete. This is that opportunity and it's a chance to showcase the dedication and perseverance in the face of the challenges of the past nine months."

Bryan Fetzer (Chief Operations Director) American Track League

"What an incredible opportunity the American Track League presents. The concept is a unique opportunity for the Olympic hopefuls to shine on one of the biggest sports stages in all of sports with ESPN. The vision for ATL by Doyle Management Group, with the help of the University of Arkansas staff and administration, is what the sport desperately needs. It is something different, special and tremendously exciting. What an incredible way to begin an Olympic year!"