

## ***Nationals FFC, a premier competitive youth flag football club, opens in Frisco, Texas***

Frisco, TX (July 26, 2024) – Today, Nationals Flag Football Club (FFC), announced the launch of their premier competitive youth flag football club based in Frisco, TX

Monty Holloway, President Nationals FFC, will lead this endeavor into youth sports with a focus on cultivating well-rounded athletes able to compete at all levels of the sport.

*“Flag football has grown exponentially in the last few years. With the announcement of flag football being included in the 2028 Olympic games in Los Angeles, we’re here to advance the momentum of this growing sport,”* noted Holloway. *“More importantly, flag football provides a space where both female and male athletes can develop in key skill positions and recognize advancement paths that weren’t available as little as 24 months ago.”*

Nationals FFC has developed a proprietary training curriculum specific to each stage of athletic youth development that will equip players with essential skills and experience necessary for competing on a local and national level. As flag football gains prominence at high school, collegiate, and professional levels, Nationals FFC is positioned to prepare athletes for top-tier competition. *“Along with our comprehensive training philosophy, we’re building one of the best leadership teams in the flag football space to assure we train our players to compete at the highest levels available,”* explained Holloway.

Nationals FFC will build competitive youth teams starting at 6U and compete in top tier events both domestically and internationally. Currently the club has locations in Frisco, Denton and Mt. Pleasant, Texas, with plans to expand to an additional 12 locations by the end of 2025. Visit [www.nationalsffc.com](http://www.nationalsffc.com) to learn more.

### **About Nationals FFC:**

Nationals FFC is a premier competitive youth flag football club with elite coaches, trainers, and state-of-the-art facilities. Our training philosophy integrates advanced sports performance training, cultivating well-rounded athletes with an advanced understanding of flag football strategies.

Nationals FFC is committed to setting new benchmarks in athlete development and youth sports management, ensuring our players are well-prepared for the evolving landscape of competitive flag football. [www.nationalsffc.com](http://www.nationalsffc.com)

### **About Monty Holloway:**

Mr. Holloway is the President and Founder of Nationals Flag Football Club. He is the former Founder and Executive Director of U90C Sports, which hosts competitive youth soccer tournaments and leagues in Dallas and Austin, TX. With over 19 years in competitive youth sports club and event management, Holloway led the organization to be the premier youth soccer tournament company in Texas and surrounding states hosting 60,000+ competitive youth athletes and 200,000+ total attendees annually. His leadership has secured strategic partnerships with elite companies like Nike, Gatorade, FloSports, TeamFirst, ESPN, Hudle, and Soccer.com. He was instrumental in the development of the nationally recognized Premier SuperCopa tournament, also known as America's Championship, annually being hosted at top competition venues across the United States.