

IWFFA Celebrates Another Year of Global Impact



IWFFA

International Women's Flag Football Association

Key West, Florida Jan 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - The International Women's Flag Football Association (IWFFA) proudly reflects on its remarkable accomplishments in 2024, as it continues to elevate women's flag football on the global stage. The organization, which has long championed empowerment and inclusivity through sport, is entering the new year with new milestones and an unwavering commitment to its mission.

The 33rd Annual Kelly McGillis Classic Tournament

The Kelly McGillis Classic tournament remains IWFFA's flagship event, drawing participants from around the world. Held annually in Key West, the 33rd tournament is set to take place January 21-27, 2025, featuring games from January 23-26 and culminating with the highly anticipated USA All Stars vs. International All Stars game. This year's Grand Marshal is an Iranian woman filmmaker, who will document IWFFA's global efforts to promote women's flag football.

Global Reach and Advocacy

In 2024, IWFFA Founder Diane Beruldsen continued her efforts to promote the sport globally, earning her "Million Miler" status. Diane traveled to Pakistan, New Zealand, El Salvador, Sweden, and across the United States, hosting clinics and training sessions for players, coaches, and officials. The organization has placed a special emphasis on developing and promoting female officials to create a sustainable ecosystem for the sport.

Key West League Highlights

The Key West league exemplifies IWFFA's grassroots initiatives. Kids in the league play for free, creating opportunities for young athletes from Key West to Key Largo. In 2024, the league hosted nine girls' teams, four junior teams, and six women's teams, all coached by mothers in the girls' division—a testament to the community's support and involvement.

Quote from Diane Beruldsen

“Flag football is a game of finesse and strategy, not brute strength or speed,” said Diane Beruldsen, Founder and President of IWFFA. “It’s about playing smart, and that’s what makes it so empowering for women and girls.”

Future Vision

Looking ahead, IWFFA is aiming to professionalize the sport with an Olympic-style tournament league by 2027, further solidifying its place in the global sports community.

The 2025 Kelly McGillis Classic

Registration is now open for the [Kelly McGillis Classic tournament](#).

Teams interested in the Kelly McGillis Classic are invited to compete by registering on the IWFFA.com [website](#). Individual women who want to be part of the Loose Women's Team can email iwffa@iwffa.com and can join during the conference. Interested sponsors can contact the organization by emailing iwffa@iwffa.com. The IWFFA Inc. is a non-profit 501 (C)3 organization and donations are tax deductible. Don't miss the 32nd Annual Kelly McGillis Classic promotional video: <https://youtu.be/y-Ox-j1vMA8?si=IAbA3wuT-Dy8W0bY>

For more information on this topic, please contact Stephanie Carnes at stephanie@lmc.group.

About

The [IWFFA](#) is a union of women's and girls' flag football teams, leagues, and individual players from around the world. It is an organization run by women.

Our mission is to provide an opportunity for all females regardless of race, nationality, age, skill level, economic status or sexual orientation to enjoy healthy competition, have fun, develop teamwork skills, learn fair play, demonstrate good sportship, create new teams and unify exiting teams and leagues to help grow and organize the sport.

Our goal is to promote the educational process, assist our players through our tournaments, trainings, clinics and promotional tours to build self-esteem, confidence, enhance leadership skills to better compete in the business and political world to one day have peace and to professionalize the sport of flag football for women.

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