



## ASSETS

### **GRAND SLAM WOMEN'S 7V7 TOURNAMENT: WORLD SEVENS FOOTBALL MOVES STATESIDE TO FORT LAUDERDALE FOR SECOND TOURNAMENT**

*Global Stars, \$5 Million Prize Pool, and High-Octane 7v7 Action Set for December 5-7, 2025*

**NEW YORK** (August 26, 2025): After a spectacular debut in Estoril, Portugal earlier this summer, World Sevens Football (W7F) announces its second tournament today. The next edition will take place from December 5-7, 2025, in Fort Lauderdale, Florida, at Beyond Bancard Field – home of the newly founded professional women's soccer team, Fort Lauderdale United FC. This fast-paced 7v7 women's football series redefines the game with elite talent from the best clubs in the world, an immersive fan-first experience, and a groundbreaking \$5 million prize pool—the largest in the sport, designed to fuel intense, high-stakes competition.

W7F's mission is clear: "To be an undeniable force in the game of football that ignites growth and equity, delivers electrifying experiences, and connects global communities". The series is designed to advance women's football, elevate clubs and athletes, attract a new and younger fanbase, and build the next generation of stars. The innovative 7v7 format is tailored for today's digital-first audience. It features 15-minute halves, pumping music from a live DJ, content that keeps fans engaged onsite at the tournament, and online through W7F's streaming partner DAZN and their popular YouTube channel.

The inaugural event in Portugal featured a stellar lineup: **Ajax, Bayern München, Benfica, Manchester City, Manchester United, Paris Saint-Germain, AS Roma, and FC Rosengård**, with global icons like **Pernille Harder, Kerolin Nicoli, Ella Toone, and Lily Yohannes**. Bayern München ultimately claimed the championship and the lion's share of the \$5 million prize pool, with the prize money split between clubs and players.

“We’re thrilled to confirm our second World Sevens Football tournament will take place this December in Fort Lauderdale,” said **Jennifer Mackesy, Co-Founder of W7F**. “The response to our first event exceeded every expectation - world-class players and clubs, an electrifying format, and content that gave fans a real, authentic connection to the athletes. We can’t wait to welcome this new group of players to what we promise will be not just fun and competitive, but also financially rewarding. And who doesn’t want to be in Florida in the middle of the US winter, watching some of the best athletes having the time of their lives on and off the pitch?”

**Head of W7F Football, Adrian Jacob**, adds, “With an average of 11 goals every 90 minutes of play and unforgettable moments on and off the pitch, we saw undeniable proof of concept. Now, we’re building on that momentum and in advanced conversations with some of the top clubs across the Americas, all truly eager to be part of World Sevens. This isn’t just a tournament—it’s a movement, this time in America, where women’s soccer has unprecedented momentum.”

**Feedback from the first event was overwhelmingly positive:**

***“W7F is creating a future where women footballers have greater opportunities, financial security, and a bigger platform to connect with fans.”***

— Tobin Heath, W7F Player Advisory Council Chair

***“It’s so sick; I’m loving it, absolutely loving it.”***

— Maya Le Tissier, Manchester United captain

***“I’m loving the innovation. I’m so pleased that women are getting the opportunity to play 7-a-side like this. It’s so serious. Great prize money. Kids can watch it. It’s another factor of women’s football that people can enjoy. So brilliant here!”***

— Ian Wright

***“If we’re not invited back, I am going to be mad.”***

— Marc Skinner, Manchester United Coach

***“You have created a very top event, and we are very proud to have been part of it! We are glad we were part of this vision of future football.”***

— AS Roma

W7F is built around player welfare, with rolling substitutions, short matches, and a format that encourages and rewards the artistry, creativity, and risk-taking on the ball that made players fall in love with the world’s game as kids. Surveys of each team from the inaugural event showed a 90% overall tournament approval rating, 91% enjoyment, and 95% happiness at participation.

W7F leadership works alongside a distinguished Player Advisory Council that includes global football legends **Tobin Heath, Anita Asante, Kelley O'Hara, Laura Georges, and Caroline Seger**, who play a vital role in shaping W7F player welfare, competition integrity, and sustainable growth, ensuring the series remains a transformative force in women's football worldwide. Collectively, the entire W7F team is committed to advancing the women's game, providing a dynamic platform for players to showcase their skills, build their brands, and unlock new economic opportunities.

W7F will again partner with DAZN, the world's leading sports entertainment platform, to deliver live coverage and exclusive content worldwide, leveraging DAZN's reach across 100+ distribution platforms and the largest dedicated women's football YouTube channel. This collaboration includes a strategic sublicensing model designed to expand access, secure sponsorships and partnerships, and bring thrilling action to fans everywhere.

"After a fantastic experience in Portugal earlier this summer, DAZN is delighted to extend our partnership with World Sevens Football," said **Hannah Brown, EVP Business Development at DAZN**. "The quality and unique atmosphere of W7F, both on and off the pitch, combined with an event experience that is made for broadcast, makes this property a great event to bring to our global audience of sports fans on DAZN and our partner channels. With this second event building on the momentum from Portugal and following a hugely successful FIFA Club World Cup broadcast globally on DAZN, we are expecting to reach and engage millions of football fans from around the world."

W7F drives positive social change with initiatives like Community Champions and Rising 7's, expanding girls' access to football and delivering professional development to coaches and local organizations. Local partner organizations will be announced prior to the December tournament.

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For more details and information, visit [worldsevensfootball.com](http://worldsevensfootball.com)

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#### **About World Sevens Football**

World Sevens Football (W7F) is a global 7v7 women's football series that debuted in May 2025 with a successful event in Estoril, Portugal. Featuring fast-paced seven-a-side matches and a \$5 million prize pool per tournament, W7F brings together top professional clubs in an exciting new format. The Fort Lauderdale tournament, taking place December 5–7, 2025, marks the series' expansion into North America, and will showcase eight elite clubs from across the Americas, each among the strongest in their respective leagues. W7F works in partnership with DAZN for worldwide broadcast, sub-licensing and marketing, as well as co exclusive sublicensee partners TNT, Univision and ESPN. Guided by a distinguished Player Advisory Council, W7F is committed to elevating women's football and providing unique opportunities for players and fans worldwide.