

Lethbridge Vipers Football Team

NEWS RELEASE

“Vipers organizing committee proceeding with franchise business strategy”

November 2, 2020

The Lethbridge Vipers Football Team is currently in the process of developing their business strategy for submission to the Prairie Football League (PFC) in March of 2021.

The PFC and the Lethbridge organizing committee (LOC) having already agreed that a franchise is desirable for Lethbridge, the go ahead has been given by the Executive and team presidents for the LOC to proceed with further developing a franchise business strategy and to take the next steps in operationalizing the plan and all that would meet the criteria for acceptance for expansion.

Team President Anthony Parker believes the Lethbridge Vipers will be an important part of the Southern Alberta community going forward and will focus equally on giving back to the community. The Vipers will be engaging the football rich area for support in all aspects of the Team. “Although we certainly want to win on the field it is critical for our community to win as well” says Parker. “We believe that success is more than W’s it will also require us to develop the game at all levels and support those that have given and continue to give to this great game.”

Part of that will focus on an upcoming information night for southern Alberta coaches and interested community members to answer questions regarding what the next steps include. In addition, fundraising will begin in earnest over the coming weeks as will development of the Teams webpage.

The Vipers are currently in the application process for non-profit status as well as selecting a board of directors and establishing a network of volunteers for committee chair positions. A news release on the board and its composition will be forthcoming.

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