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MUSCLE MILK[®]

USA Football 7-on-7 Tournament
presented by Muscle Milk
Event Recap





USA Football 7-on-7 Tournament presented by Muscle Milk

USA Football hosted its inaugural 7-on-7 Tournament presented by Muscle Milk on June 30, 2012 at the Noack Sports Complex in Austin, TX.

The event was part of the World Football Festival – a series of international football events that featured more than 2,000 international athletes representing 9 countries and 5 continents.

The USA Football 7-on-7 Tournament presented by Muscle Milk featured more than 240 athletes and 25 coaches representing 12 teams from the state of Texas. All teams competed in a round-robin style tournament with the top 4 teams advancing to Burger Stadium in Austin to play for the championship.

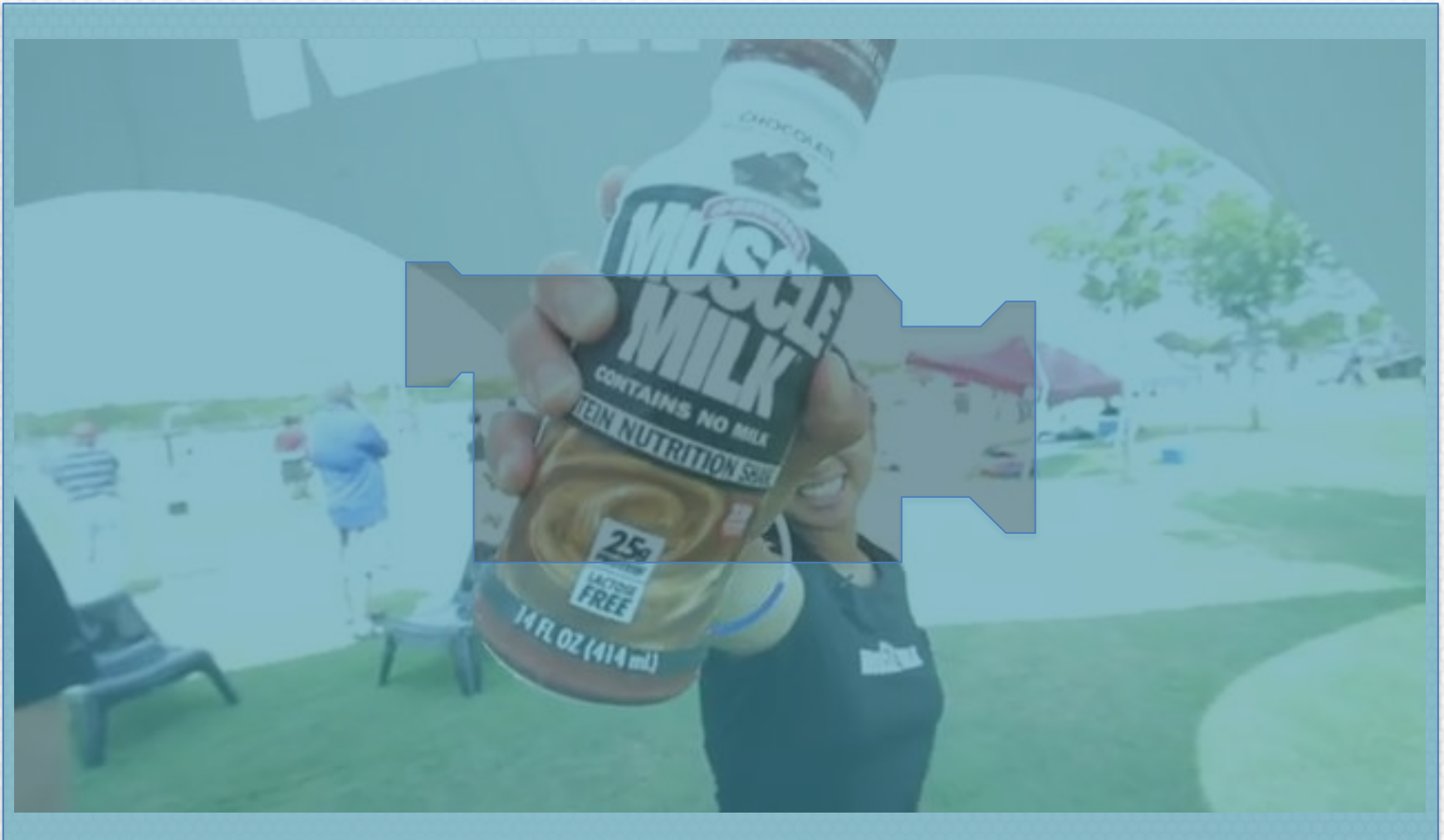
Muscle Milk fully branded the event and was on-site throughout the day to promote its products and provide athletes with a place to cool off and recover in between contests.





USA Football 7-on-7 Tournament presented by Muscle Milk Video Recap

Click to view: <http://www.youtube.com/watch?v=GW7puCFEzQA&feature=youtu.be>



Event Registration/Check-In



At registration, all players and coaches received information on Muscle Milk's Recovery Grant Program, as well as Muscle Milk branded eyeblack.

Muscle Milk On-Site Branding/Activation



Muscle Milk On-Site Branding/Activation



All participating teams received two (2) rounds off during the AM session. Teams visited the Muscle Milk Recovery Tent to sample Muscle Milk's recovery products and to cool off prior to the next round of games.

Muscle Milk On-Site Branding/Activation



USA Football 7-on-7 Tournament presented by Muscle Milk Tournament Action



12 Texas H.S. teams participated in the USA Football 7-on-7 Tournament presented by Muscle Milk, including:

- Bowie High School (Austin)
- Cameron-Yoe High School (Camero)
- David Crockett High School (Austin)
- Evan E. Worthing High School (Houston)
- Gregory-Portland High School (Portland)
- Killeen High School (2 Teams)
- Lago Vista High School
- Manor High School
- McCallum High School (Austin)
- St. Dominic Savio (Austin)
- Stony Point High School (Round Rock)

USA Football 7-on-7 Tournament presented by Muscle Milk Tournament Action



USA Football 7-on-7 Tournament presented by Muscle Milk Championship



USA Football 7-on-7 Tournament presented by Muscle Milk Co-Branded Championship Trophy



USA Football 7-on-7 Tournament presented by Muscle Milk Champions Stony Point High School – Round Rock, TX



Stony Point High School won a USA Football and Muscle Milk co-branded championship trophy and a \$1,500 equipment donation for its high school football program.



USA Football 7-on-7 Tournament presented by Muscle Milk Digital Activation

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USA Football 7-on-7 Tournament presented by Muscle Milk

Posted on [June 22, 2012](#)



A dozen of the top high school football programs from Texas will compete Saturday, June 30, in the inaugural USA Football 7-on-7 Tournament presented by Muscle Milk.

Teams will face off in a round-robin format during the morning at Ellie Noack Sports Complex, then vie later that day for the championship at Burger Stadium, home of the IFAF Under-19 World Championship.

Tournament rules allow for one quarterback, one center and five receivers/running backs against a seven-player defense. There is no pass rush, though quarterbacks must release the ball within a pre-determined time frame. Games are 25 minutes in length.

WHAT The USA Football 7-on-7 Tournament presented by Muscle Milk

WHO High schools from throughout Texas, including:

- Bowie High School (Austin)
- Cameron-Yoe High School (Cameron)
- David Crockett High School (Austin)
- Evan E. Worthing High School (Houston)
- Gregory-Portland High School (Portland)
- Killeen High School
- Lago Vista High School
- Manor High School
- McCallum High School (Austin)
- St. Dominic Savio (Austin)
- Stony Point High School (Round Rock)

[U19Championship.com](http://u19championship.com)

<http://u19championship.com/usa-football-7-on-7-tournament-presented-by-muscle-milk/>



USA Football 7-on-7 Tournament presented by Muscle Milk Digital Activation

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IFAF U-19 WORLD CHAMPIONSHIP

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USA Football 7-on-7 Tournament presented by Muscle Milk Digital Activation

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ABOUT TICKETS TEAMS SCHEDULE NEWS **WORLD FOOTBALL FESTIVAL** SPONSORS MEDIA

The World Football Festival is a three-week celebration in Austin, Texas, that includes more than 2,000 athletes and coaches from eight countries and five continents.

The Festival's six events include players age 9 to 19 in tackle and flag football, coming together to celebrate America's favorite sport. All of the events center around competition and development, but they also focus on football's inherent values of teamwork, sportsmanship and responsibility.



7-ON-7 TOURNAMENT PRESENTED BY MUSCLE MILK

USA Football is hosting a high school 7-on-7 tournament as a part of the World Football Festival. The tournament will allow for Texas high school football teams to take part in the World Football Festival and showcase the state's players to countries around the world.

The tournament kicks off Saturday, June 30, with round-robin competition featuring 15 teams from the state of Texas. Prior to the Under-19 World Championship Opening ceremonies, the top four teams will compete in the tournament championship and consolation games.

IFAF UNDER-19 WORLD CHAMPIONSHIP

The International Federation of American Football (IFAF) Under-19 World Championship brings together eight national teams of high school-age players spanning five continents in a celebration of the sport through exciting competition and cultural exchange. The eight-day tournament is the Festival centerpiece, culminating in a gold-medal championship game.

Scheduled for June 30 to July 7 at Burger Stadium in Austin, Texas, the IFAF Under-19 World Championship features national teams from the American Samoa, Austria, Canada, France, Japan, Panama, Sweden and the United States in the only American football tournament of its kind.



Watch the 2009 overview video

UNDER-15 INTERNATIONAL DEVELOPMENT WEEK

The USA Football Under-15 International Development Week is a seven-day celebration and competition involving football teams of players from the United States and Sweden. The second annual event is June 28 to July 5 and includes cultural exchange through football; educational seminars for athletes and parents led by NFL coaches, players and football experts; 7-on-7 exhibitions; and multi-country joint practices.

U.S. players age 15 and younger from across the country were considered for the team through nominations at www.usafootball.com. Players also were selected based on 2011 USA Football Player Academy skill evaluations. Player Academies are three-day youth football development camps conducted nationwide that focus on teaching proper fundamentals to strengthen players' skills.

Each team will a full game during the week in addition to a jamboree and scrimmage.



Watch the 2011 overview video

[U19Championship.com](http://u19championship.com)

<http://u19championship.com/world-football-festival/>