



The IFL Unveils the Official Ironbowl XIV Game Logo



The IFL is proud to unveil the official logo of Ironbowl XIV. The unveiling will officially kick off a year-long marketing campaign by both the IFL and its member teams by which they hope to make this year's Ironbowl the biggest yet.

In 2010, the League's biggest game will be played at the newly renovated Hart Park in Wauwatosa, Wisconsin. The \$4.2 million dollar renovation project of Hart Park included additional bleacher seating, professional synthetic turf on the athletic fields, as well as other cosmetic upgrades inside and outside of the entire stadium.

The IFL administrative board was so impressed with the renovation outcome that it immediately contracted thirteen dates with Hart Park for the 2010 season and designated the site to host Ironbowl XIV on Saturday August 28th.

This year's Ironbowl logo was created using colors and designs that reflect Hart Park as this year's championship game venue. The red and white colors represent the colors that are depicted on the official city seal of Wauwatosa. The star on the bottom of the shield represents the game's eventual champion.

The league first began to market each individual Ironbowl complete with its own logo back in 2004. In 2004, the logo used for Ironbowl VIII can be described as "plain and simple." As time went on and as the Ironbowl continued to flourish, the logos evolved to include more colorful and complex marketing designs. The logos are designed to sell and serve as a marketing brand for the game with which everyone can identify.

The unveiling of the Ironbowl XIV logo officially puts the IFL on the clock. In order to capitalize on the continued trend of success that the Ironbowl game annually provides, the League is confident and determined to put in the necessary work to ensure that this year's Ironbowl is an even bigger success!

History of the Ironbowl

There have been 13 very exciting Ironbowl championships in the history of the Ironman Football League. The first Ironbowl took place in 1997. The Ironbowl is the league championship game. Each year the top teams from each of their respected conferences compete for in a single elimination playoff series where one team from each conference will compete in the Ironbowl for the Ironman Football Leagues greatest prize.

About the IFL

The Ironman Football League was founded by Chris Chudada of Pewaukee in 1996. Its purpose is to provide a professional and quality atmosphere for its players and fans. The league also provides players 18 & older the ability to play full contact highly competitive football on a professional level. From the quality of its facilities and professional league structure to the caliber and experience of its players, the IFL is undeniably one of the best semi-professional football leagues in the country.