

**FOR IMMEDIATE RELEASE**  
**Sunday March 28, 2010**

## **IFL strikes it big with Starry Night Media**

The Ironman Football League has solidified an exclusive deal with Starry Night Media Inc. for the creation of a weekly League highlight show that will be professionally edited for television.

According to the deal, throughout the entire 2010 IFL season, Starry Night Media will film every IFL game. It will then edit the game film to accommodate the format needed to later air the games on television. The IFL and Starry Night Media are planning to create an hour-long weekly show containing the highlights of each past week's games. The first show will air during the second week of the IFL season and the last will air the week after the Ironbowl.

Starry Night Media plans to create a weekly highlight show complete with voiceover commentary and analysis of each game. Highlight music will also be added to each segment. The format and style of the highlight show will be similar to Cable Television's "Inside the NFL" show. League officials say they are in final negotiations with Time Warner Cable to broadcast the weekly show and hope to make an announcement soon regarding show times and schedules.

"We see great opportunities partnering with the IFL for many reasons," Says Don Starry, Owner of Starry Night Media. "The first being added exposure for Starry Night throughout Wisconsin, specifically in the Metro areas of Milwaukee and Madison. Secondly, with the IFL being a leader in quality football entertainment, there is an opportunity for us to broaden the scope of their advertising opportunities for their sponsors and bring further recognition to the league.

### **More about Starry Interactive (Starry Night Media):**

Starry Interactive was incorporated in 2001. Its objective is to serve small to medium sized businesses by offering them a high-quality web product and by giving Wisconsin business owners a more affordable choice in small marketing campaigns. The company specializes in creating professional and affordable advertising and marketing videos. Starry Night Media has been filming and producing local high school football games for years and plans to have even greater success with the IFL.



### **Information 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 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 structure to the caliber and experience of its players, the IFL is undeniably one of the best semi-professional football leagues in the country.

[www.ironmanfootballleague.com](http://www.ironmanfootballleague.com)

### **Media Contact:**

Pete Narrai  
Ironman Football League  
(414) 281-7903

###