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FOR IMMEDIATE RELEASE

## **Women's Professional Fastpitch (WPF) Focuses on 2022 Exhibition Season**

OKLAHOMA CITY, OK- Women's Professional Fastpitch (WPF) is gearing up for a condensed and intentional exhibition-style summer of play. In June 2022, the new league will hit the road to key locations with both the historic USSSA Pride and the brand-new Smash It Sports Vipers franchises.

"I am so proud of the work that has been put in since we announced the WPF," said Lauren Chamberlain, Commissioner of WPF. "We are cultivating new partnerships, mending relationships, and attracting key talent who we believe will push the WPF mission forward."

WPF's inaugural season will focus on highlighting the league's launch and attracting new fans and partners. The format will allow incoming franchises greater flexibility to build their brands for 2023 and beyond. "To succeed and thrive, it is critical to take the time necessary to do things the right way," said Chamberlain. "Because of this, we've been able to head into the 2022 exhibition year with an abundance of excitement and momentum for the WPF."

WPF has worked to develop the "Protect Her Dream" campaign to help define the WPF's goals, mission and vision for the future of fastpitch.

"USSSA Pride is extremely excited to be a part of the WPF's exhibition season," says Donny DeDonatis III, CEO of USSSA. "Together we can unite our young athletes with our high-level, professional athletes and demonstrate that the professional dream is attainable and very much alive. We cannot wait to see what this year has in store."

The Smash It Sports Vipers will showcase their very first roster with the WPF this summer.

"As a father of five — my boys played baseball and my girls currently play softball — I have been involved in sports at some level for a very long time," said Rick Schiffhauer, Smash It Sports President and Owner of the Vipers franchise. "To be a part of the groundbreaking inaugural year of the WPF is a dream come true for my whole family, especially my daughters. Having the opportunity to showcase The Vipers in front of thousands of people at several national championship events around the U.S. is how I hoped I would launch Smash It Sports into women's professional softball."

WPF will be releasing the summer schedule in the coming weeks and continue with information on how to attend games and interact with athletes. For more information, visit the WPF website at [wprofastpitch.com](http://wprofastpitch.com) and follow @wprofastpitch on social media.

### **About WPF**

Women's Professional Fastpitch (WPF) is the official professional softball league in the United States. Founded by USA Softball, USSSA and Smash It Sports, the league aims to provide a long-lasting and viable option for softball player's post-collegiate play. WPF will showcase the best athletes in softball, provide a world-class experience for fans, and connect young girls to their idols.