

Press Release

The former members of the Greater Rochester Pop Warner Little Scholars, Inc. League are proud to announce a change in youth football and cheer in our region. Beginning in the 2018 season, we will become the Upstate New York American Youth Football/American Youth Cheer League.



American Youth Football/American Youth Cheer Mission Statement

Dedicated to teaching youth through positive role models.

Emphasis on learning, playing, and enjoying the sport while instilling high moral standards by stressing the importance of academic achievement and community involvement.

Helping kids become leaders and teammates.

Fostering confidence and a sense of self-worth, in players that extend beyond the gridiron and into the school, family and community.

To prepare youngsters to face the future with sportsmanship, teamwork, honesty, responsibility, self-discipline, positive aspirations, academic preparedness and confidence. If we teach them positive lessons, such as playing by the rules, our young athletes will learn to live by the rules.

To lend members support yet remaining NON-INTRUSIVE to local operations.

To make youth football and cheer ALL-INCLUSIVE, by not excluding participants based on superficial factors (such as weight, finances or athletic ability).

To encourage programs for special needs, at-risk and anti-gang groups, as well as the international football community.

We are starting the only American Youth Football/American Youth Cheer Regional and National Charter in our area. The structure of American Youth Football/American Youth Cheer, allows us to do more things in youth football and cheer.

We will be able to keep our Tiny-Mite, Mitey-Mite and Junior Pee Wee levels in the weighted division, the same as in the past.

We can add 12u and 14u in the unweighted division. This would replace the Junior Varsity and Varsity levels.

We see this as a great opportunity for these levels to grow in our area, without weight restrictions.

On the Cheer side, we will be able to better teach the skills needed for high school.

We will still offer Regional and National play for those teams earning the right to move on to post season play.

This change also allows a parent to choose again where their child can play. There are no boundary restrictions or residence requirements associated with American Youth Football/American Youth Cheer. We believe this will give us the opportunity for growth in this area.

If you are interested in more information on becoming a member of the American Youth Football/American Youth Cheer League, you can contact us at uny.ayf.ayc@gmail.com.