



# Salisbury Police Department

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## MEDIA RELEASE

April 26, 2024  
**(RISE Flag Football)**  
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RISE Flag Football Powered by Under Armour Announces Groundbreaking Partnership with State and Local Organizations to Promote Community Engagement and Access to Sports.

Salisbury, Maryland – April 27, 2024, RISE Flag Football Powered by Under Armour, designed to foster a love for the game while instilling essential life skills, is thrilled to announce a pioneering partnership with the State of Maryland's Governor's Office of Crime Prevention and Policy, The Salisbury Boys & Girls Club, Police Athletic League (PAL) and the Salisbury Police Department. This collaboration marks a significant step forward in promoting sports participation, community engagement, and youth development within the Salisbury area.

More than just a sports league, this initiative aims to provide a nurturing environment for young athletes to not only grasp the fundamentals of flag football but also cultivate crucial traits such as leadership, teamwork, and sportsmanship. Through this unique alliance, RISE Flag Football is set to offer individuals the chance to join the RISE Flag Football league at no cost or for a significantly reduced registration fee, due to the financial opportunities from the State of Maryland's Governor's Office of Crime Prevention and Policy.

By removing financial barriers to sports participation, this initiative aims to create a more accessible and equitable environment, where individuals of all backgrounds can engage in healthy and active lifestyles. Through the generous contributions and collaborative efforts of all partners involved, RISE Flag Football seeks to empower local youth, promote physical well-being, and strengthen community bonds.

"We are incredibly excited to embark on this transformative journey alongside our esteemed partners," said Steven Burke, owner, and operator of four Maryland leagues. "This partnership represents our shared commitment to making sports accessible to all, and we are grateful for the support of the State of Maryland's Governor's Office of Crime Prevention and Policy, The Salisbury Boys & Girls Club, Police Athletic League (PAL) and the Salisbury Police Department. Together, we will work tirelessly to ensure that every individual in the Salisbury area has the opportunity to participate in our flag football league and experience the numerous benefits of sports engagement."

The partnership represents a unified effort among state and local organizations to leverage sports as a tool for positive community development. By combining resources and expertise, the collaboration seeks to provide a supportive and enriching environment for individuals, especially the youth, to engage in sports, learn valuable life skills, and foster a sense of belonging and teamwork.

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Captain Ryan Koerner



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“The Salisbury Police Department, along with our allied partners including the Wicomico States Attorney’s Office, Maryland State Police, Wicomico Sheriff’s Office, as well as Fruitland and Delmar Police Departments are proud to partner with the Governor’s Office of Crime Prevention and Policy and Under Armour RISE Flag Football to bring this program to our youth within the Salisbury and Wicomico County area,” said Chief Dave Meienschein of the Salisbury Police Department. “Without these strong partnerships this would not be possible. It’s truly a great opportunity for positive interaction and mentorship.”

Richard Alban from the Governor’s Office of Crime Prevention and Policy echoed these sentiments. “This collaboration aligns perfectly with our goals of promoting safety, well-being, and positive development among Maryland’s youth. We are proud to support this initiative that uses sports as a catalyst for community engagement and crime prevention.”

RISE Flag Football provides a safe and supportive environment for young athletes to discover their potential but is also vital to the local community. Not only will RISE provide an avenue for young individuals to engage in physical activity and promote healthier lifestyles, but these leagues also bring families together and foster the growth of well-rounded individuals poised to become future leaders within their community. The league saw an exceptional year of growth and impact in 2023, marking significant milestones that underscore its commitment to youth development. The organization has seen remarkable expansion, including engaging over 25,000 enthusiastic youth and providing them a platform to learn, grow and excel both on and off the field, securing a monumental partnership with global sports brand Under Armour, and signing 75 agreements with owners in local markets across 20 states.

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