



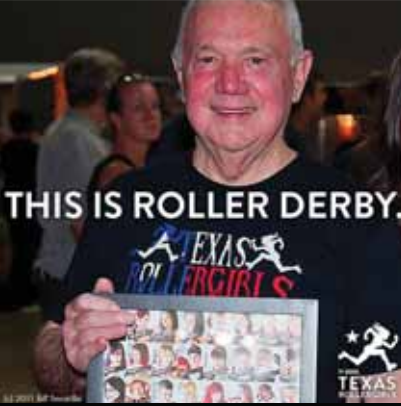
Celebrating 10 YEARS

PHOTOS COURTESY OF: Roy Moore/Control Images

2013 SEASON PRESS KIT

FOR MORE INFO: TexasRollergirls.org
MEDIA INQUIRIES: media@texasrollergirls.org





EST. 2003

**TEXAS
ROLLERGIRLS**

2013 SEASON

- FEB 10**
- MAR 30**
- APR 13**
- MAY 11**
- JUN 8**
- JUL 13**
- AUG 10**

- » Audience Age Range: 25-55
- » Male: 41% / Female: 59%
- » Education: 91% have some college education
- » 2,500 capacity audience at each bout. (approx)
- » Website: 55,000 page views per month
- » Twitter: over 5,000 followers
- » Facebook: over 11,000 fans and 200,000+ post views per month

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THIS IS ROLLER DERBY.

It all started here. 20,000 women roll across the globe today, but just 10 years ago, roller derby was a quirky little underground game played by a few dozen women right here in Austin. The sport captured the hearts of women everywhere, and is now the world's fastest-growing sport for women. Roller derby is played on every inhabited continent: from the northernmost reaches of Europe to the southernmost tip of Africa; from Japanese military bases, to outback Australia, to cozy little English hamlets; from tiny towns to the world's biggest cities.

TEXAS IS THE REASON. Texas Rollergirls were the pioneers of flat track roller derby. We're also its future. Austin is home to some of the founding members of the Women's Flat Track Derby Association, the international governing body for the sport. Our members created the first rule set for modern flat track roller derby and designed the specs for the track. We've traveled the world over to share our skills, and we're training the next generation of derby stars right here in our thriving junior program, the Austin Derby Brats. We also think skating is just plain fun, so we have a recreational arm, the Rec-n-Rollerderby, in which women can play derby without the fierce competition and time commitment of the premier league. Our core mission is the growth of the revolution we call roller derby.

LIVING LEGENDS. The Texecutioners are legends. Featuring 20 of our best and brightest skaters from each of the Texas Rollergirls four home teams, our all-star team is a force to be reckoned with that is consistently at the top of the sport. The winningest roller derby team ever, the Texecutioners won the first-ever WFTDA Championship in 2006, and are one of only three teams to make it to the tournament every year. The Texecutioners are ranked fourth in the world after the 2012 Championships, and they've already begun their campaign to get back on the very top: Number 1 in 2013.

SERIOUS BUSINESS. Texas Rollergirls is a women-owned and women-operated nonprofit organization, with skaters working at all levels of the business. We are deeply involved in our local community, volunteering with the other great associations that make Austin such an amazing town.

WHO ARE WE? By the Numbers:

- » 1 all-star squad — Texecutioners
- » 4 home teams — Hell Marys, Honky Tonk Heartbreakers, Hotrod Honeys, Hustlers
- » 50+ volunteers
- » 75 premier-league skaters
- » 90 junior skaters
- » 200 recreational skaters
- » 3,000 fans at every game

WHEN AND WHERE? Texas Rollergirls bouts are hosted at the Austin Convention Center (500 E. Cesar Chavez St., Austin, TX 78701).

Our 2013 dates are February 10, March 30, April 13, May 11, June 8, July 13 and August 10.



FLAT TRACK BOUT.

By The Numbers:

- » 2 minute plays - aka "a jam"
- » 2 x 30 minute periods
- » 30 seconds between jams
- » 3 timeouts per team
- » 1 major penalty = 1 minute in the penalty box
- » 7 trips to the box = Player ejection

JAMMER



» *Helmet cover with star.*
She is the point-scorer and earns one point for her team every time she laps a member of the opposition.

PIVOT



» *Helmet cover with stripe.*
A specialized class of blocker, wearing a stripe on her helmet. Acting as a

temporary captain, she leads the pack on the track and can also receive a 'star pass' where she becomes the jammer. Check out our website for more detail on this rare beast.

BLOCKERS



» *No helmet cover.*
Blockers assist and protect their jammer and impede the opposing jammer. Blockers play both offense and defense as needed.

WHAT IS ROLLER DERBY?

Roller derby is a full-contact skating sport played on a flat, oval track in which points are scored by lapping members of the opposition. A team consists of up to 14 players, with up to five on the track at any given time.

HOW THE GAME IS PLAYED

To begin, four blockers and a jammer from each team line up behind their starting points, with the blockers anywhere from mere inches in front of the jammers, to a line 30 feet ahead of the jammers. A single whistle from the referees starts the pack—and the jammers—rolling. Points are scored by lapping members of the opposition—one point apiece. Though the jammers don't begin picking up points until their second pass through the field of blockers, the initial, non-scoring pass matters because the first jammer to cleanly navigate the pack is awarded "lead jammer" status, giving her the ability to end the jam at the time of her choosing. The team with the most points at the end of the game wins.



TYPES OF BLOCKS

BOOTY BLOCK. Maintaining position in front of an opposing skater by using your "booty" to stop her from passing. Not the most spectacular block, but often the most effective!

SHOULDER CHECK. A hit to the side of the body using the shoulder and ribs.

HIP CHECK. Hitting using the hip to put another skater off balance or out of bounds. This might look like a love-tap, but it's surprisingly effective because it lands close to or under a skater's center of gravity.

CAN-OPENER. A shoulder check that lands on the opposing skater's sternum. Ouch!

WHAT'S LEGAL

- » Contact between the shoulders and mid-thigh
- » Hitting someone using your upper thighs, hips, butt, side or shoulder
- » Pushing a teammate to give her a boost in speed
- » Being out of bounds as the result of a hit
- » Skating clockwise to return to the pack
- » Jumping the apex - the narrowest part of the track - to get past someone

WHAT'S NOT LEGAL

- » High and low hits; hits to the back
- » Hitting someone using your lower legs, arms, elbows or head
- » Pushing a member of the opposition
- » Being out of bounds to avoid a hit or to pass people
- » Skating clockwise while hitting someone or to pick up a dropped helmet cover
- » Hitting anyone with both feet off the ground

PHOTOS COURTESY OF: Bill Smotrilla, Felicia Graham, Jennifer M Ramos

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TEXAS ROLLERGIRLS – MAKING HISTORY



2003 The Texas Rollergirls were founded. The first official bout was hosted at Playland Skate Center, a double-header: the Hotrod Honeys vs. Honky Tonk Heartbreakers (58-47), and the Hustlers vs. the Hell Marys (79-51).

HOME SEASON CHAMPS ⚡ **HUSTLERS**

2004 The Texas travel team participated in the first away game in November. Participants included the Arizona Roller Derby, Tucson Roller Derby and the Texas Rollergirls. In December, the Texas Rollergirls hosted the same teams in the first official travel game in Austin.

HOME SEASON CHAMPS ♡ **HONKY TONK HEARTBREAKERS**

2005 The Texas Rollergirls hosted the first flat track boot camps in September and December in Austin.

HOME SEASON CHAMPS ♡ **HONKY TONK HEARTBREAKERS**

2006 The Texas Rollergirls became one of the founding members of the flat track roller derby governing body, the Women's Flat Track Derby Association (WFTDA). Texas Rollergirls founding member, Hydra, was voted the first WFTDA president. The Texecutioners won the first-ever flat track tournament, the Dust Devil, in Tucson, Arizona.

HOME SEASON CHAMPS ♡ **HONKY TONK HEARTBREAKERS**

2007 The Texas Rollergirls hosted the first WFTDA Championship tournament at the Austin Convention Center. The Texecutioners went on to place third in the nation and have consistently placed in the top five at subsequent tournaments. This year also marked the first-ever traveling boot camp in Chico, California. Since then, we have traveled throughout the world hosting league-branded and team-branded boot camps. We officially founded the Texas Rollergirls Rec-n-Rollerderby league, dedicated to bringing roller derby to women of all dedication levels.

HOME SEASON CHAMPS 🔥 **HELL MARYS**

2008 The Texas Rollergirls became a 501c3 nonprofit organization dedicated to promoting women's flat track roller derby as a premier sport within our community. The first international flat track game was played when the Hotrod Honeys traveled to Hamilton, Canada, to take on the Hammer City Roller Girls. The WFTDA Championship tournament trophy was named "The Hydra"—yep, after our very own Hydra! (see 2006)

HOME SEASON CHAMPS 🎱 **HOTROD HONEYS**

2009 The Austin Derby Brats, a flat track program developed by the Texas Rollergirls for skaters 8 to 17 years old, won the Austin Chronicle's "Best of Austin" 2009 Critics Pick in the Kids category.

HOME SEASON CHAMPS 🎱 **HOTROD HONEYS**

2010 The Hustlers traveled to London, England, to play the first intercontinental flat track game against the London Rollergirls.

HOME SEASON CHAMPS 🎱 **HOTROD HONEYS**

2011 For the first time since its inception, the Texas Rollergirls moved from Playland Skate Center to the Austin Convention Center for regular season bouts. The Hotrod Honeys continued spreading roller derby throughout the world by playing the Victorian Roller Derby League in Melbourne, Australia.

HOME SEASON CHAMPS ⚡ **HUSTLERS**

2012 The Texas Rollergirls hosted a weekend-long invitational tournament—the Star of Texas Bowl—featuring some of the top flat track roller derby leagues in the world: Gotham Girl Roller Derby, the Windy City Rollers, Bay Area Derby Girls and the Texecutioners. The Texecutioners placed fourth in the world at the WFTDA Championships in Atlanta. Back home, the Texas Rollergirls unveiled their new formidable B-Team, the Firing Squad, and the Hell Marys took their first championship win since 2007.

HOME SEASON CHAMPS 🔥 **HELL MARYS**

2013 A new rules set for flat track roller derby is unveiled. The Texecutioners begin offering an all-star only option for their skaters. The Texas Rollergirls celebrate their 10th-anniversary season. We'll see you at the Austin Convention Center!

PHOTOS COURTESY OF: Bill Smotrilla, Roy Moore/Control Images

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HELL MARYS

The Hell Marys School for Wayward Girls, established in 1666, is a Texas institution, and its varsity roller derby team is a force to be reckoned with. Clad in plaid, the Hell Marys started an Austin trend with their infamous cheer: "Punch, punch, punch, ARROW!"

After a successful team-rebuilding year in 2011, with coaching team Punk Rock Phil and Dagger Deb at the helm, the Hell Marys trounced their competition with fierce intent and won their first home championship since 2007, beating out three-time champs, the Hotrod Honeys. But 2013 represents a new challenge for the Hell Marys: With the loss of their coaches, who retired at the end of the 2012 season, and with several of their lauded players (Polly Gone, Barbara Ambush) leaving the team to play solely with the Executioners, the Hell Marys will have to skate over their competition and roll with the punches in order to once again rule the track. Can they do it? As any Hell Mary skater will tell you, "Hell yeah!"

2013 Captains:
Notorious D.I.E, Muffin Tumble (co)
2012 Ranking: 1 (5W, 0L)



HONKY TONK HEARTBREAKERS

Texas is cowgirl country and our Honky Tonk Heartbreakers are proud to represent this part of our heritage, with a little bit of added glitter and glamor! They pair their navy gingham with gold, their team cheer is "Glitter Done"—and they do.

In 2012, The Heartbreakers debuted a new coaching squad and a Executioner-studded lineup, a combination that proved intimidating for their home-team rivals. In the end, the team showed well but had some heartbreaking losses. With the Heartbreakers bringing an added level of intensity and retribution to their play, 2013 may just prove to be the year of even more cowbell.

2013 Captains:
Big Nasty (co), DeBella DeBall (co)
2012 Ranking: 3 (3W, 2L)



HOTROD HONEYS

Black-and-pink-clad girl mechanics, our Hotrod Honeys love nothing more than to go fast and turn left—on a racing track or a flat track! Is it any wonder their team motto is "Faster, faster, kill kill kill"?

The Hotrod Honeys dominated the league from 2008 through 2010 with three undefeated seasons, but in recent years have fallen to their home-team opponents when it mattered most. However, as Texas Rollergirls skaters and fans can attest, never underestimate a calculating Honey with a plan and a grudge. Though they've lost several of their veteran players to retirement, in 2013, the Hotrods took on five die-hard rookies, who joined a team driven by vengeance, redemption and a killer attitude.

2013 Captains:
Olympia, Thunder Lips (co)
2012 Ranking: 2 (2W, 3L)



HUSTLERS

We live in the golden age of roller derby, but the last one was back in the 1970s. Inspired by the derby divas of yesteryear, our Hustlers blind the opposition with their purple and silver glitz, then blindsides them with massive hits.

After a remarkable comeback season in 2011 that culminated in an extraordinary championship win over the Hotrod Honeys, the Hustlers spend 2012 trying—but failing spectacularly—to repeat their triumphant season. But in 2013, a bolt of new life struck the Hustlers: Though they lost many celebrated veterans to transfer or retirement (including Belle Starr, Curvette and Acute Angel), the Hustlers gained retired derby pro Babe Ruthless as their coach, and a slew of dazzling rookies, including 2012 regional MVP jammer sensation, Fifi Nomenon. In 2013, the Hustlers are intent on repeating their 2011 season and ensuring lightning strikes twice at the Austin Convention Center.

2013 Captains:
Sadie Mae Care,
Me Shove You Long Time (co)
2012 Ranking: 4 (0W, 5L)



TEXAS

TEEXECUTIONERS

A rotating cast of up to 20 of our best and brightest, the Teexecutioners, currently ranked fourth in world!—represent Texas Rollergirls in interleague competition at the highest levels of roller derby. Their colors: black, white and blood splatter. Their motto: Texas, Texas—kill, kill, kill!

2013 Captains:
Barbara Ambush, Killbox (co)
2012 Record: #4 WFTDA Championships,
#1 South-Central Regional Championships

FIRING SQUAD (B-team)

A squad of our up and commers as well as veteran stars make-up our b-team, the Firing Squad. They travel and play other B-teams from all over the country. Their motto: READY, AIM, FIRE!

2013 Captains:
Booty Queen, Virgo Vengeful (co)

THIS IS ROLLER DERBY.

These are the women who bore flat track roller derby into existence. A decade ago a handful of fearless women put on skates and started a revolution. They created a sport. A serious sport. With Rules. And mascots. And a board of directors. For the skaters by the skaters. Texas Rollergirls are full-contact, fast, calculating, and strong. They are addicted. They practice in skating rinks, parking lots, outdoor sport courts and kitchen floors. The bouts you watch are unscripted, the competition is real, and they skate until the final whistle is blown or their wheels come off. Texas Rollergirls push through bumps and bruises, mental blocks and ego checks. They celebrate battle scars and black eyes, wins and perfectly executed sternum hits. They get low and leave it all on the track. Texas Rollergirls are godmothers to over 1,000 leagues and 30,000 skaters worldwide. This is more than a sport; it's a culture, a community, a movement. A movement that involves more blood, sweat, tears, leather and spandex than any of those ladies back in 2003 could have ever imagined.

TEXAS IS THE REASON.

