



MEDIA GUIDE
2022 SEASON

Hello, media partner! Thank you for your interest in the St. Louis-based roller derby franchise that is **Arch Rival Roller Derby (ARCH)**. We are excited that you want to cover a fun, high-octane sport that has been a fixture of the local athletic and social scene since 2005 and currently competes at upper-echelon levels internationally.

This press kit provides historical information about the league as well as current team complexions.

Members of the media (*reporters, bloggers, videographers, photographers, etc.*) always receive **complimentary admission** to our

events in order to research and cover our sport. Please contact us prior to our events/practices in order to coordinate logistics of recording/capturing footage.

Although same-day requests on game nights are allowed, it is recommended to make your request as early as possible so that we can have you on our will-call list and make the process for check-in easy.

Primary home games for ARCH are held on select Saturdays at **Midwest Sport Hockey**, located at Queeny Park in Ballwin, Missouri (570 Wiedman Road). Doors for the public open at 6 pm while first whistle is blown at 6:30 pm. Members of the media **can arrive as early as 5 pm** on game nights in order to record pre-game interviews with the skaters.

Photography/Videography by the media is allowed at all games and access is

open in all playing areas during a game outside of the track. Check with us early

and we'll make sure to get you the best locations and angles for the best images. Still photographers are also allowed "inside the track" for additional angles with prior arrangement.



For those media partners seeking game images for stories but cannot supply their own photographer at an event, ARCH has a photographer that attends all local contests that can provide complimentary, high-resolution pictures for your coverage. We'll be more than happy to assist you with your company's needs. ARCH has **game previews** and **recaps** written by staff personnel that are promoted on their official website, **archivalrollerderby.com**. We'll be more than happy to supply you with these previews/recaps for free usage.

Non-event practices/scrimmages are also open to the media with prior arrangement. ARCH practices numerous times during the week on select evenings at the **St. Louis Skatium** located in South City St. Louis (120 East Catalan). Please contact us in advance as to practice times and skater availability times.



Skaters from all leagues are available for interviews at any time, either in a pre-arranged, pre-event set-up or a post-game setting following a competition. They are also available to travel to your location for interviews, either in a studio set-up or for a remote location.

Thank you for your interest in roller derby in St. Louis!

ABOUT ARCH

Arch Rival Roller Derby (ARCH) is St. Louis' first and only **Women's Flat Track Derby Association (WFTDA)**-certified flat-track roller derby league.

The League was established in 2005 as the "Arch Rival Roller Girls" with a "Do It Yourself" mentality. Since then, their play has reached international recognition as they are currently ranked within the Top Five internationally by the WFTDA.



Locally, ARCH is made up of four "home" teams: the **M-80s**, the **Smashinistas**, the **Stunt Devils** and **Rebel Skate Alliance**. The squads rotationally compete head-to-head in a regular season that begins in December. The two highest-winning teams at the end of the cycle competes in the League's Championship game the following April.

There are approximately 60 skaters that play within the local team complexion. Another 20 "newbies" wait being placed within the local teams at supplemental drafts held bi-annually.



Home contests are held at **Midwest Sport Hockey** at Queeny Park in Ballwin, Missouri. Attendance, on average, reaches 700 spectators. ARCH held their League Championships at **Chaifetz Arena** in St. Louis City in 2012, 2014 and 2015 with a benchmark attendance of 2,000 in 2014, their largest crowd to date.

The make-up of the league would be best defined as “**club play**” as each participant pays their own expenses in order to compete. Required gear (helmets, skates, mouth guards, etc.) reaches high-triple digits. Like other forms of contact sports, skaters must wear protective gear and possess insurance in order to play.

ARCH also fields three travel teams that compete nationally against other Leagues: the **Arch Rival All-Stars**, the **Nemesis** and the **Fleur DeLinquents**.



The All-Stars have competed in WFTDA-sanctioned post-season tournaments since 2009 and have earned yearly placement at the WFTDA International Championships since 2015. The Nemesis B-team has competed in post-season tournaments since 2016.

Because of their community involvement and for their commitment to locally expand the internationally-recognized sport, former St. Louis Mayor Francis G. Slay proclaimed April 28, 2012 as “**Arch Rival Roller Girls Day**” in the City of St. Louis.

On April 2, 2016, the League changed their name from Arch Rival Roller Girls to **Arch Rival Roller Derby** in order to provide an opportunity for transgender women, cisgender women, intersex women, and gender expansive participants in the St. Louis region to participate in the growing sport. The name change also converted the official league acronym from ARRG to **ARCH**.

Arch Rival also gives back to the community that supports them. ARCH currently has their own stretch of highway for the Missouri Department of Transportation’s **Adopt-A-Highway** program and has participated multiple years at events with local non-for-profits **Heat Up St. Louis**, **Habitat for Humanity**, **Safe Connections**, **Girls on the Run**, **Operation Food Search** and the **St. Patrick’s Center**.

Due to the COVID pandemic, Arch Rival suspended its public events in March 2020 and patiently waited for a safe return to play. During that time, ARCH established an “**Arch Rival Hall of Fame**” in November 2020 that recognized former skaters and personnel. ARCH also became classified as a **501c3 non-profit** organization in Fall 2021.

ARCH makes its long-awaited return to the flat-track on **May 21, 2022**.

Please go to the **Media Resources/Contact Info** section to find out more information and accompanying links for our social media accounts.

2022 ARCH RIVAL ROLLER DERBY LOCAL SEASON

- SAT 5/2/22** **“JAMS & SLAMS II”**
BLOCK N’ ROLL EXPRESS VS.
NEW WHEELED ORDER
PLUS, **DYNAMO PRO WRESTLING EVENT**
- SAT 6/11/22** **“ALUMNI & FUTURES NIGHT”**
PINK VIXENS vs. BLACK ANGELS
PLUS, **ST. LOUIS JUNIOR DERBY EXPO**
& OTHER SPECIAL ATTRACTIONS
- SAT 7/9/22** **“JAMS & SLAMS III”**
HOTT FLASH VS. BADD ATTITUDE
PLUS, **DYNAMO PRO WRESTLING EVENT**
- SAT 8/6/22** **“THE CLASH FOR CA\$H”**
FOUR-TEAM BRACKETED TOURNAMENT

LOCAL ARCH EVENTS HELD AT
MIDWEST SPORTS HOCKEY – QUEENY PARK
570 WEIDMAN RD. – BALLWIN, MO
DOORS OPEN: 6 PM – EVENT START: 6:30 PM

ABOUT ST. LOUIS JUNIOR DERBY

St. Louis Junior Derby (STLJD) is a developmental co-ed league consisting of skaters aged 7 to 17 years that participates in the flat-track sport.

Staying in stride with other international leagues that cultivate youth teams, **Arch Rival Roller Derby (ARCH)** founded the group in April 2017 in conjunction with **GateKeepers Roller Derby (GKR)**.

Upon entry, both girls and boys engage in a six-week “boot camp” that introduces future skaters to game play, strategies and safe practices. When completed, the skaters advance to future instruction from both ARCH and GKR members.

The STLJD collective made their inaugural public appearance with a demo performance on December 16, 2017.

The League's primary team, the **Untamed Youth**, then competed in their first-ever exhibition contest against in-state rival Minor Threat Junior Derby on February 24, 2018.

The Untamed Youth competed in their first full-length game on Saturday, May 19, 2018 against Central Kentucky.

The future goal of the youth franchise is to participate in contests sanctioned by the **Junior Roller Derby Association (JRDA)**, the international governing body of the sport.

Local practices are held at **The Skatium** in South City St. Louis (*120 East Catalan*).

Please go to the **Media Resources/Contact Info** section to find out more information and accompanying links.



ABOUT THE TYPE OF ROLLER DERBY ARCH PLAYS

Unlike the banked-track version that was synonymous with sport historically, the current incarnation of roller derby played by **Arch Rival Roller Derby** is played on a “**flat-track**” and is considered a contact sport.

Although the long history of roller derby contained elements of staging and pre-determined outcomes, the current product that ARCH displays **is not “fixed.”**

However, each athlete adopts a “**nom de skate**” that can show traces to pop culture references (Smarty McFly, Psychokid D’Freakout, Outlaw Josie Wheels) or to residency (Cruella Belle-Ville, Wicked Witch of the Midwest).

Each game consists of two, 30-minute periods that contains individual jams that can last up to two-minutes apiece. Two teams of five (consisting of one jammer, three blockers and one pivot, if no one has committed a penalty) try to score as many points as possible within a jam. At the conclusion of the second period, the team with the most points wins.

Compared to other traditional sports that has scoring that is recorded in minimal digits, roller derby is an extremely high-scoring game. Both teams can collectively score more than 300 points in one contest!

HELPFUL LANGUAGE FOR REPORTERS IN STORY CONSTRUCTION

In your coverage of Arch Rival, it is recommended when constructing copy to be aware of the following areas:

Our League participates on quad-roller skates, so there should be no reference to in-line skates (rollerblades) in copy.

When identifying individuals, the most-common descriptor is “**skater.**” For better clarification, use the athlete’s position (jammer/blocker/pivot) alongside team name. “Four-wheeled warriors” and other fun descriptors for our athletes are also acceptable. After all, we are fun leagues!

However, please avoid sexist language. In 2016, Arch Rival Roller Derby officially changed their brand identifier in order to provide opportunities for transgender women, cisgender women, intersex women and gender expansive participants. Specifically, this meant eliminating the word “Girls” altogether. We would appreciate it if you do not use objectifying words such as “girls,” “dames,” “dolls,” etc.

We appreciate your interest and coverage and we look forward to working with you!

MEDIA RESOURCES & CONTACT INFO

ARCH RIVAL ROLLER DERBY

Official Website: www.archrivalrollerderby.com

Facebook: www.facebook.com/archrivalrollerderby/

Twitter: www.twitter.com/ArchRivalSTL (@ArchRivalSTL)

Instagram: www.instagram.com/archrivalrollerderby/

Media Inquiries: info@archrivalrollerderby.com

For game-day publicity assistance, contact Brian Ledford, Arch Rival Board of Directors:
(618) 402-8105

Women's Flat Track Derby Association (WFTDA): www.wftda.com

Current International Rankings: <https://wftda.com/category/rankings/>

(ARCH Currently Ranked #5 Internationally – (April 2022))

ST. LOUIS JUNIOR DERBY

Official League Weblink: <http://archrivalrollerderby.com/junior-derby/>

Facebook: www.facebook.com/StLouisJuniorDerby/

Media Inquiries: juniors@archrivalrollerderby.com

Junior Roller Derby Association (JRDA): www.juniorrollerderby.org

PAST ARCH RIVAL LOCAL LEAGUE CHAMPIONS

2021	* season postponed
2020	** season suspended
2019	Smashinistas
2018	Stunt Devils
2017	Smashinistas
2016	Stunt Devils
2015	Stunt Devils
2014	Smashinistas
2013	Smashinistas
2012	M-80s
2011	Rebel Skate Alliance
2010	Stunt Devils
2009	Stunt Devils
2008	M-80s
2007	M-80s
2006	*** exhibition season



* - ARCH's 2021 local season was postponed due to the pandemic. No games were competed during the calendar year.

** - After completing three events of ARCH's 2020 local season, the remainder of the season was suspended March 2020 due to the pandemic. No local championship was awarded as two local teams had not fully completed their scheduled regular season games.

*** - ARCH's inaugural season of presenting public games solely consisted of exhibition match-ups between the League's two founding squads, Pink Vixens vs. Black Angels. No local championship trophy was awarded that calendar year.

PAST ARCH RIVAL ALL-STARS WFTDA INTERNATIONAL CHAMPIONSHIPS RESULTS

2019: Record 6-4. Reached Semifinals of WFTDA International Championships
Finished Fourth – (Highest Placement to Date)

2018: Record 8-4. Reached Quarterfinals of WFTDA International Championships

2017: Record 8-6. Reached Quarterfinals of WFTDA International Championships

2016: Record 12-2. Reached Quarterfinals of WFTDA International Championships

2015: Record 15-3. Earned Berth to WFTDA International Championships
Eliminated in Quarterfinal Qualifier
2015 Marked Inaugural Entry to Championships