



Long Island Roller Rebels

2010 Press Kit





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*“When I walked into United Skates of America in Seaford, NY on that chilly November night in 2009, I had no idea that life, as I knew it, was about to change...*

*For three hours the veteran skaters and coaches of the Long Island Roller Rebels pushed me through drill after drill, noting not only my varying level of skill in skating, stopping and falling safely, but more importantly my attitude and willingness to learn. Little did I know that I had begun forming a bond with these women whom would become my teammates, my friends, my derby sisters. I discovered a piece of my soul, that I never knew was missing, had finally and completely fallen into place.”*

*~Whiskey Lullabye #001*

### **Who are the Long Island Roller Rebels?**

Roller Derby is making a comeback worldwide and we want to share a piece of it with you right here on Long Island!

The Long Island Roller Rebels (LIRR) are an independently owned all-female flat track roller derby league located in Old Bethpage, New York. The league is proud to be nationally ranked in the Women’s Flat Track Derby Association (WFTDA) a governing body that includes more than 70 leagues from across the country. The WFTDA sets standards for rules, seasons, and safety, and determines guidelines for that national and international athletic competitions of member leagues. There are currently 78 WFTDA member leagues and 47 leagues in the WFTDA Apprentice Programs.

Our diverse league includes more than 30 women from a variety of backgrounds. Our skaters are business owners, therapists, mothers, volunteers, public servants and teachers who have come together by way of this full contact, high-energy sport. Our three teams compete against each other for the Long Island Championship, and our all-star team travels to all different states competing against other roller derby leagues across the nation. Since the league was established in 2005, LIRR has traveled all the way up to Maine and down the entire east coast leaving our mark in roller derby history.

LIRR works hard to provide Long Island with exciting, action packed sporting events while maintaining a close-knit network of athletic, strong-willed women. In addition to presenting entertainment to our loyal fans, LIRR embraces opportunities to volunteer in the community and help charitable causes. When you look into our crowd you see a variety of ages, races, and personal backgrounds. From families with children of all ages to biker clubs, our seats are filled with people who have one thing in common: They like to have fun.

Get a glimpse of what The Long Island Roller Rebels are all about by skating through this press kit and exploring the action and experiences of this close-knit league.





## *Brief History of Roller Derby*

The term “roller derby” dates to the 1920s, originally used to describe roller skate races. In the late 1930s, Leo Seltzer’s touring competition, Transcontinental Roller Derby, began to evolve from a marathon skating race on a raised track to a more physical competition emphasizing skater collisions and falls. This became the foundation of the team sport that still exists today: two teams of five skaters who score points by passing members of the opposing team. Both men and women competed in roller derby from its inception.

Seltzer’s roller derby events drew increasingly large audiences once the sport began to be televised in the late 1940s. In the early 1960s, after Leo Seltzer transferred his business to his son, Jerry, competing roller derby franchises emerged, some of which emphasized theatrics more than sport. As popularity dwindled, Jerry Seltzer shut down his Roller Derby organization in 1973.

There were several short-lived attempts to revive versions of the old sport in the 1980s and 1990s, including RollerGames, which featured a figure-8 shaped banked track and stunts like alligator pits. Some versions of roller derby, including RollerGames, included staged action and storylines, similar to professional wrestling leagues.

In the early 2000s, modern women’s roller derby got its start in Austin, Texas. Starting with the Texas Rollergirls, these new leagues formed as businesses run by the athletes themselves. The flat track version of the sport spread like wildfire in subsequent years, as the ability to mark track boundaries on a skating rink floor or other venues, rather than building and storing a large banked track, made it possible to play the game just about anywhere. By 2010, there were more than 450 flat track roller derby leagues worldwide.

*\*Roller Derby history provided by WFTDA’s 2010 Media Kit*



## *Long Island Roller Rebels Board of Directors*

*Thanks to the tireless efforts of five amazing women, the Long Island Roller Rebels organization has flourished and grown into a cohesive and competitive nationally ranked roller derby league.*

### **President: Captain Morgan (Lauren Madonia)**



“I helped to establish the Long Island Roller Rebels in 2006 and currently Captain the All-Star team as well as play for my home team, the Wicked Wheelers. My responsibilities include Head Coach, scheduling bouts, practices and events as well as oversee the Recruitment and Referee committees, Non-Skating Officials, Support Staff and Bout Production. In my free time, I eat, breath, and sleep Roller Derby.”

### **Vice President: Cyanide Kisses (Joy Schultz)**



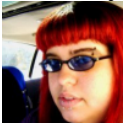
“I handle all league sponsorships and merchandising. I also jump in anywhere else I am needed. I play for the travel team and the Rolling Thundercats. This my 4th season playing with the roller rebels. I have caved to the derby gods and let them have my soul.”

### **Treasurer: Reverend Eve. L. Taco (Rachel Vignona)**



“Joined LIRR in 2008. Currently is sidelined due to injury, but handles stuff behind the scenes.”

### **Secretary & Head of Graphic Design**



### **Heidi Hoe Bag (Heidi Acevedo)**

“All around minion since 2007.”

### **Director of Public Relations**



### **Chest Blockwell (Jaime Mendicino)**

“This is my 3rd season with the Long Island Roller Rebels. I am a blocker and the Head of Public Relations. I am a skater on our travel team and the Captain of the Rolling Thundercats. Roller Derby Is MY LIFE. I need it like the air I breathe.”



# Long Island Roller Rebels Give Back to Society

*As a community-based organization, one of the primary core values of the LIRR is to focus our energies into giving something back to the community that supports our league.*

## **REBELS IN THE COMMUNITY**

### **2010**

- Long Island GLBT Pride Parade
- Maurer Foundation for Breast Health Education “Black Tie/Pink Ribbon” Fashion Show
- 7<sup>th</sup> Annual Ovarian Cancer 5 K Walk-a-thon in Memory of Marie S. Franck
- Hampton Bays Middle School Assembly & Demonstration

### **2009**

- Long Island Blood Center’s Blood Drive
- 6<sup>th</sup> Annual Ovarian Cancer 5 K Walk-a-thon in Memory of Marie S. Franck
- Veterans Place Charity BBQ
- Food Drive Benefiting Island Harvest
- Long Island GLBT Pride Parade
- Charity Bout Benefiting Habitat for Humanity and North Fork Breast Health Coalition



*2010 Huntington Gay Pride Parade- Photo by Derrick Prince*



*2009 BBQ - Roller Rebels Partner with LI Road Runners to Help Support Veterans- Photo by Beth Levin*

### **2008**

- Long Island GLBT Pride Parade
- Charity Bout – Benefiting Schneider Children’s Hospital



*2010 Pancake Breakfast – LIRR Hosts Breakfast for Local Community- Photo by Andréanna Seymore*



# Recruitment

## Want to Play Roller Derby?

### So you want to be a Roller Rebel?

The Roller Rebels are always looking for new skaters, referees and non-skating officials (NSO's) to fill the ranks of OUR three home teams and the all-star travel team.

The Long Island Roller Rebels hold annual tryouts. To skate and play in a bout you must be a female, 21 years and older. For skating and non-skating officials there are no gender requirements, however you must be 18 years or older.

### When are tryouts?

The Long Island Roller Rebels hold tryouts in November. Even if you haven't skated in 10 years, we urge you to tryout. We will teach you everything as long as you are willing to give it your all. If accepted you will be considered a Fresh Blood during the probationary period, until passing written and physical skills tests. You will then be placed in a draft for one of the three home teams. The teams are chosen by what is the best fit for you and the Long Island Roller Rebels.

Roller derby is an aggressive sport. Bumps, bruises and broken bones are common. As a skater, we do not require you to have primary health insurance, but we strongly recommend it. Once accepted, you will also receive supplemental insurance through the Long Island Roller Rebels.

### How do I skate for the Travel Team?

We are stoked that you would love to be on our travel team! Tryouts are held during our season and require a lot of time and physical commitment.

### I already play roller derby for another league. Do I have to tryout?

No. We have a skater transfer policy. Contact [CaptainMorgan@LongIslandRollerRebels.com](mailto:CaptainMorgan@LongIslandRollerRebels.com)

### How much time is required for roller derby?

Roller derby is a big commitment: it's like a second job. You'll be expected to attend seven practices a month. This includes league practices that occur two hours twice a week and team practices once a week. In addition to practices, everyone is expected to work at bouts and other official events and fundraisers. We are a skater run organization, and also require our skaters to join a committee to remain a member of the LIRR. If the time commitment is too much, there are lots of ways to join in: volunteer at bouts, join our Referee crew or Non-Skating Officials or Support Staff. Please contact [CaptainMorgan@LongIslandRollerRebels.com](mailto:CaptainMorgan@LongIslandRollerRebels.com) if you are interested in volunteering.

### I can't wait for tryouts! How can I get involved NOW!

Email Violet Knockout, Head of Recruitment at [VioletKnockOut@LongIslandRollerRebels.com](mailto:VioletKnockOut@LongIslandRollerRebels.com) and she will help you decide the right area to get involved in.



# Sponsorship

## Why Sponsor the Long Island Roller Rebels?

Well let us tell you a little bit about what we have accomplished as a league. Since 2005 our league has worked our way up to bringing in a crowd of 500-1000 fans each game. Our demographic is broad and the **exposure** is priceless. Nostalgic derby lovers sit shoulder to shoulder with excited fans and cheering kids at SkateSafe America, LIRR's official game venue, who also happen to sponsor us. On average our website has over 5,000 hits each month, and that doesn't include the social networking sites we are on as well, such as Myspace, Facebook and Twitter. In 2009 we took the cover of Newsday's Explore Long Island section along with a two page write up, and continue to gain print coverage from local newspapers to date, opening Long Island's eyes to the world of roller derby. Also in 2009 LIRR premiered to a television audience for the first time with a 30 second commercial that ran on stations such as ESPN, MSG and even MTV. But that's not all. We've also made appearances at festivals, fundraisers, and movie premier's, signing autographs and spreading the word about roller derby. And as our sponsor, where we are, you are. With the many different options that we have for sponsors you can pick what kind of promotion that works best for your business and customize your package to get the most bang for your buck!

## Where does the money go?

Although each skater pays monthly dues and insurance to participate, LIRR depends on the help of our sponsors in order to keep bringing this thrilling sport to our fans. Just to name a few, your contribution will be going toward: liability and extreme sports insurance fees, giving our girls a safe place to practice, fundraising, team uniforms, venue fees for bouts, merchandising and promotional items, advertising, recruitment drives and many other expenses that keep up able to play the sport we love.

## So what do you get out of it?

There are many different options for sponsors of the LIRR. We have tiers of sponsorship dependant on the size of the donation, but nothing with us is set in stone. We have so many different ways to promote your business and we want to find the one that's most beneficial to you.

Some options include but are not limited to:

- Online logo/banner on LongIslandRollerRebels.com
- Your company mentioned at each bout & up to a full page ad in each official bout program
- Up to 4 tickets to each home game of the season
- Promotion and brand mention in print and promotional signage at bouts
- And many other branding opportunities!

NBC Nightly News called roller derby "the fastest growing sport in America." We cannot bring this exciting, fast-paced sport to Long Island without your generous sponsorship donation. Contact our Sponsorship Coordinator, who will be glad to customize a package just for you!

See you on the track!

Sponsorship Coordinator: Cyanide Kisses: 516-312-0708 /  
[cyanidekisses@longislandrollerrebels.com](mailto:cyanidekisses@longislandrollerrebels.com)



## Fan Testimonials

All the girls are extremely nice and friendly. All of the bouts I have gone to so far have been amazing and awe-inspiring. They have inspired me to do what I love and not be afraid of what other people say. When I turn 21 I am going to try out to be on one of the teams. – **Shauna Reardon - Hampton Bays, NY**



Photo by Steven Giacobello



Photo by Josh Casino

Historically, the public and the press view most women's sports as either something sub-par to men's sports, or portray female athletes as masculine and unappealing. When I attended my first, of many, Long Island Roller Rebels bouts, I witnessed a sport for women that combined full-contact athleticism, with striking femininity. To watch these dedicated women, some in fishnets, booty shorts, mini-skirts etc, skate like Olympians, block and juke around the track digging it out for each and every point, I realized that I was watching the future of women's sports evolving before my eyes. Women, who can go out there and play an extremely physical sport with an appealing flair of femininity, I am a fan for life -**Rick Multer – Lynbrook, NY**

I am a 45 year old "kid" who still enjoys participating in women's sports. I have played softball, soccer, volleyball, and all the usual recreational things that keep us active housewives fit and out of trouble but it wasn't until my soccer teammate Marcy (Whiskey Lullabye) invited our team to watch her compete in the Roller Derby that I realized there's more to competitive women's events than the usual "bats and balls" activities!!! Watching the Long Island Roller Rebels is a riveting experience for skaters, friends, and fans of all ages!!! A truly unique event were you really feel like you're part of the action!! Now one of our little fan-base group's favorite past-times is to come up with innovative Roller Derby names for each other .....Who knows, one of these days some of us "Soccer Moms" might just join our friend Whiskey out there on the track!!!! Thank you for introducing us to this amazing sport Whiskey!! See you at the next "Bout"!  
– **Annette Schroter – Fort Salonga, NY**



Photo by JSRG Photographer



Photo by Steven Giacobello

My experience with the Roller Rebels and Women's Roller Derby has always been absolutely phenomenal! Not only are all the members extremely talented as well as hard working but they have the personalities of angels. Whether they're on the track or conversing in the crowds they're always elated and lively. As a fan, my involvement with these amazing women has been consistently blissful. The Roller Girls are truly fantastic people! – **Lizzie Bello – Hampton Bays, NY**