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FOR IMMEDIATE RELEASE

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PAAT KELLY NAMED PRESIDENT OF AFANA

Australian Football Association of North America Gets New Leader

Columbus, OH, February 1, 2017– Effective immediately. Paat Kelly has been appointed President of the Australian Football Association of North America (AFANA). Mr. Kelly has already assumed his duties and is now responsible for the day to day management of AFANA.

Last year, the organization announced that 2016 would be the last year co-founder and chairman, Rob de Santos, would lead the organization on a daily basis. Mr. Kelly has been part of the management team for over a decade and previously headed up the marketing and publicity for the organization as well as serving as a photo-journalist. Mr. de Santos said: "*He understands our mission and the organization and will be a great leader of our effort to bring footy to North America. AFANA is in very capable hands.*" Mr. de Santos had been the leader for most of the 21 years since AFANA was founded.

Questions regarding AFANA should be directed to Paat at pkelly@afana.com. All editorial and administrative staff will report to Mr. Kelly. Mr. Jeff Hemelt will continue as director of TV schedules and network relations. Other administrative changes will be made gradually over the coming months and announced when appropriate. Mr. de Santos is retiring but will continue to assist the management team during the transition and assist in management of the website.

President Paat Kelly said: *“AFANA and Rob de Santos are synonymous. I am honored to have opportunity to work with, and learn from, him for the past eleven years. I have great admiration for everything he has done for the sport of Australian rules football and the footy fans in North America and will do my best to continue his tireless work to report on, and promote, this great game going forward.”*

AFANA is a fan-oriented promotional organization for Australian rules football in North America. AFANA was founded in December, 1995, to push for better TV coverage of Australian Football in the USA and Canada. Today, the organization promotes the sport of “Aussie Rules” in the USA, Canada, and Mexico. Their website provides a one stop location for complete TV schedules of the sport as well as news from “down-under”. A team of journalists and photographers regularly covers Australian Football League (AFL) matches in Australia for AFANA and provides exclusive reports and photos for the AFANA website, Facebook, Twitter, and Instagram pages every week of the AFL season. AFANA is one of the few non-Australian media to regularly cover AFL matches.

AFANA for the FANS.

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If you would like more information about this topic, please contact Paat Kelly by email at pkelly@afana.com . Rob de Santos can be reached at rdesantos@afana.com