



# ***MEDIA KIT***

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BIRMINGHAM 2025 WORLD POLICE & FIRE GAMES  
JUNE 27 - JULY 6, 2025



# ABOUT THE GAMES

The World Police & Fire Games (WPFG) are an Olympic-style competition with thousands of athletes representing First Responders from different countries worldwide. This includes law enforcement, firefighters, and officers from corrections, probation, border protection, immigration, and customs. The Games are held biennially and typically have 60+ sports in the Official Games program.

The California Police Athletic Federation (CPAF), the Host City, and the WPFG Board of Directors govern the Games.

## *The Start of the Games*

The first World Police & Fire Games were held in 1985 in San Jose, California. The World Police & Fire Games aim to offer the same variety of sports and the same high caliber of venues, officials, and athletic achievement as the original California Police Games but on a global scale. Since then, WPFG has been hosted several times in the United States and different countries, including Australia, Canada, China, Northern Ireland, Spain, and Sweden.

The size & scope of the World Police & Fire Games continue to grow. Attendance has steadily increased as have the number of countries involved. While attendance averages about 9,000, the 2011 WPFG in New York holds the current attendance record with over 16,000 athletes competing in 67 sports from almost 70 countries. More than 10,000 competitors competed in the Chengdu, China Games in 2019. With family & traveling companions, the number in overall attendance topped 25,000.

**[www.BHM2025.com](http://www.BHM2025.com)**



**8,100+**  
**PARTICIPANTS**

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**60+**  
**SPORTS**

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**70+**  
**COUNTRIES**

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**1,500**  
**VOLUNTEERS**

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**10**  
**COMPETITION DAYS**  
JUNE 27 - JULY 6, 2025



# LINKS AND INFORMATION

For live updates and full details on each event over the 10 days of competition, please visit:

- [Live Sport Schedule Updates](#)
- [Printable Sports Schedule](#)
- [Daily Role Call](#)
- [2025 WPFG Homepage](#)
- [WPFG Reel](#)
- [Opening Ceremony](#)

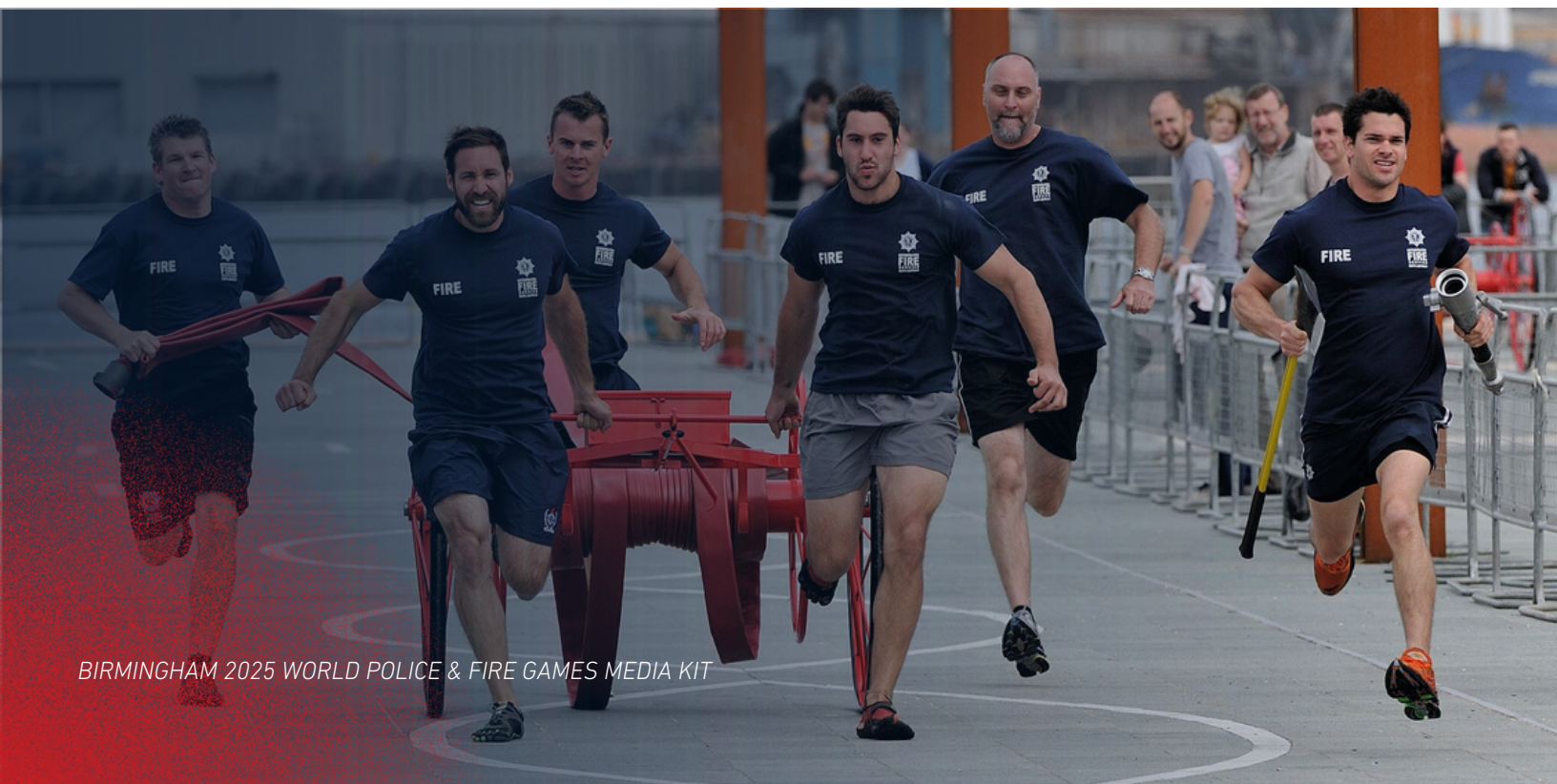
Stay connected and be part of the excitement by following us on all our social media platforms. Official Account: @BHM2025. Be sure to use our official hashtags: #BHM2025, #WPFG, and #TheGamesOfHeroes    @BHM2025

# RESOURCES AND CONTACT INFORMATION

## Media Contacts:

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# DIGITAL ASSETS 2025

## WEBSITE

**25.8K**

AVERAGE MONTHLY  
VISITORS

**48.1K**

AVERAGE MONTHLY  
PAGE VIEWS

**2 MINUTES**

AVERAGE ENGAGEMENT  
TIME PER USER

## SOCIAL MEDIA

**253.5K**

AVERAGE MONTHLY  
SOCIAL MEDIA VIEWS

**5.1K**

AVERAGE MONTHLY  
SOCIAL MEDIA  
ENGAGEMENT

**14.2K**

TOTAL  
FOLLOWERS

**~795**

NEW FOLLOWERS  
PER MONTH







# TYPICAL AUDIENCE DEMOGRAPHICS:

**Primarily Men  
Age 25-54**

**60% Male  
30% Female**

**Users from 170+ countries:  
primarily US, Canada, Brazil,  
Spain & UK**

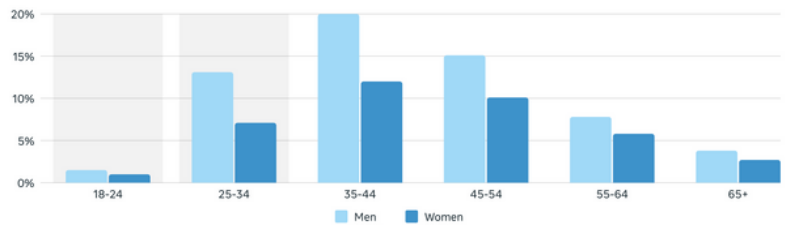
**Interests:  
First responders,  
sports & athletics,  
fitness, etc.**

Followers ❶

Lifetime

4,957

Age & gender ❶



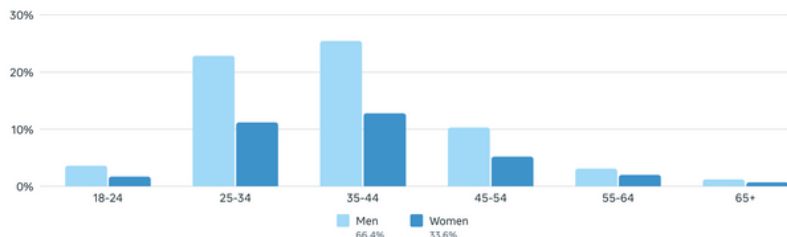
**FACEBOOK**

Followers ❶

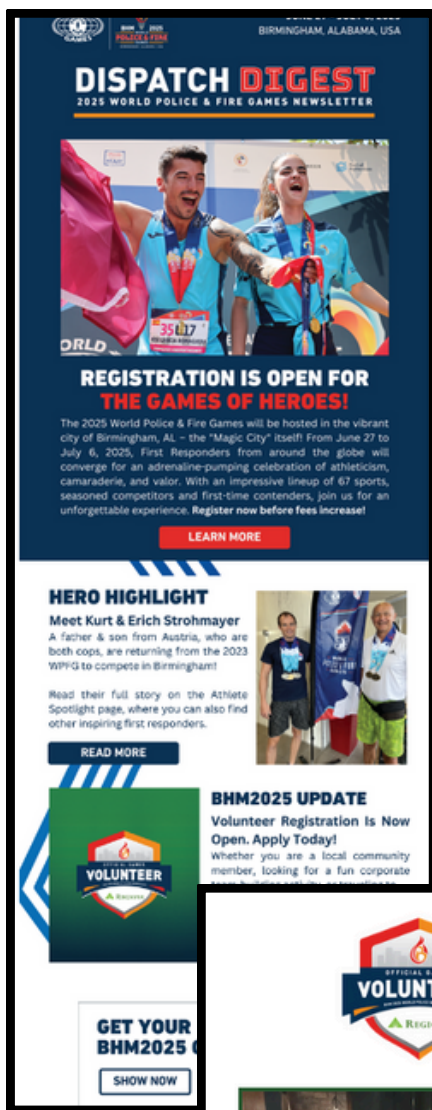
Lifetime

9,350

Age & gender ❶



**INSTAGRAM**



The Dispatch Digest is the BHM 2025 WPFG Newsletter that goes out regularly to all current and previous athletes. The newsletter shares updates on registration, sports, venues, eligibility and other information specific to the Birmingham 2025 Games. In addition, there is a monthly volunteer newsletter that is sent to a database of community and corporate connections.

## THE STATS

Email Database: 10,157

Open Rate: 53.7%

Click Rate: 6.5%



## BHM 2025 WPFG NEWSLETTERS





# OPENING CEREMONY

Join us as we begin the 2025 World Police & Fire Games with a vibrant celebration of international heroes.



**BJCC  
LEGACY ARENA**

**FRIDAY,  
JUNE 27, 2025**

**6:00 –  
8:15 PM**

**FREE  
ADMISSION**

## SCHEDULE OF EVENTS

**6:00 PM** | Athlete Parade Begins

**7:00 PM** | Opening Ceremony Begins

**8:15 PM** | Ceremony Ends  
Athletes Village Opens  
(City Walk, Credentials Required)



**CLEAR BAG POLICY**  
12" X 6" X 12"



**ATHLETE BAGS ALLOWED**  
(\*OFFICIAL GAMES BAG FROM REGISTRATION)

## THANK YOU TO OUR SPONSORS!



**BIRMINGHAM**



**UAB  
MEDICINE**



# FIREFIGHTER CHALLENGE

The Firefighter Challenge is a 501(c)(3) non-profit that focuses on inspiring and transforming the health and well-being of First Responders while inspiring the next generation of firefighters.

The Firefighter Challenge has been added to the event schedule for the Birmingham 2025 World Police & Fire Games. By adding an event with proven media impressions, there is a significant opportunity for brands to gain exposure.



**3 MILLION**  
**ORGANIC SOCIAL MEDIA**  
**IMPRESSIONS**



**500,000+**  
**WEBSITE**  
**VISITORS**



**1.5 MILLION**  
**IMPRESSIONS IN NEWS**  
**COVERAGE**



BIRMINGHAM 2025 WORLD POLICE & FIRE GAMES MEDIA KIT



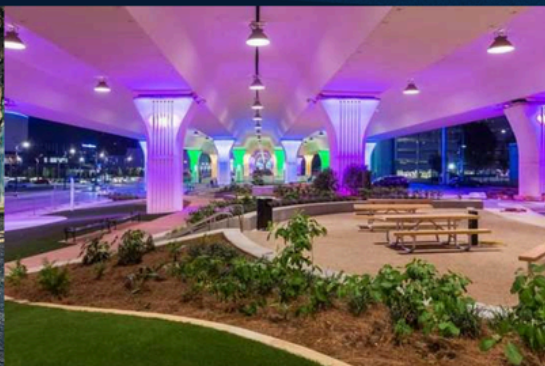


# ATHLETES' VILLAGE

**JUNE 27-JULY 6 | 6:00 - 11:30PM**

*\*OPENING NIGHT 8:00 PM START*

- LIVE MUSIC & DJS
- GAMES & CONTESTS
- LOUNGE PRESENTED BY DREAMSEAT
- MISSED CONNECTION WALL
- AXE THROWING
- LOCOMOTIVE SIMULATOR BY NORFOLK SOUTHERN
- FOOD TRUCKS & DRINKS
- SPONSOR ACTIVATIONS
- PHOTO OPS & TRADING POSTS
- OFFICIAL WPFG MERCH
- INTERACTIVE HOSPITALITY TRUCK BY WIND CREEK



## SCHEDULED EVENTS

*\*OPEN DAILY LAST CALL NIGHTLY AT 11:00 PM*

**JUNE 27** | WELCOME PARTY

**JUNE 29** | MEMORIAL SERVICE 2:00 PM  
PREVIOUS GAMES APPAREL NIGHT  
SILENT DISCO

**JULY 1** | CANADA DAY

**JULY 2** | GAME DAY TAILGATE & BBQ  
LEGION GAME

**JULY 3** | WRIST WRESTLING COMPETITION

**JULY 4** | RED, WHITE & BREWS  
PRESENTED BY REAL AMERICAN BEER  
*\*FIRST 250 ATTENDEES RECEIVE GLOW NECKLACES*

**JULY 6** | AUSTRALIA DAY  
CLOSING CEREMONY 4:30 PM



**\*CREDENTIALS REQUIRED**  
NOT OPEN TO THE PUBLIC

## THANK YOU TO OUR SPONSORS!







FIREFIGHTER CHALLENGE LEAGUE

**ARENA** *OF THE* **BRAVE**



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**SBJ** SPORTS  
BUSINESS  
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BY NORTHSTAR

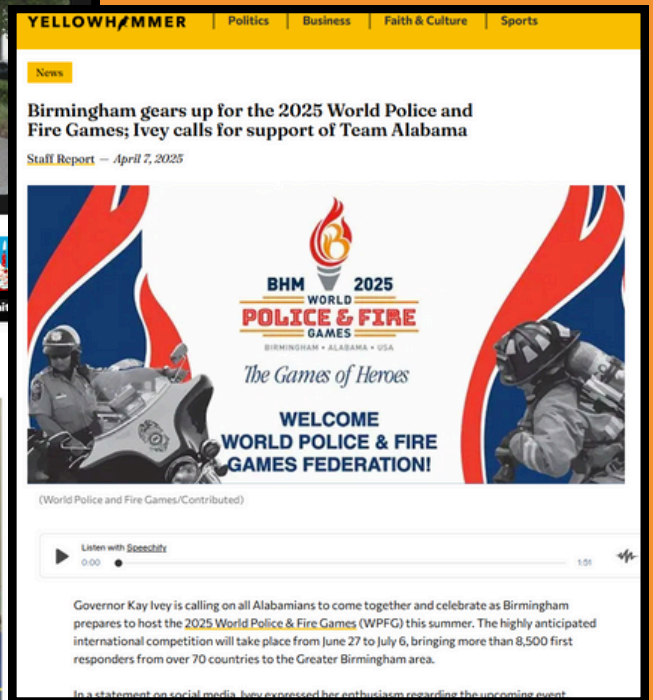
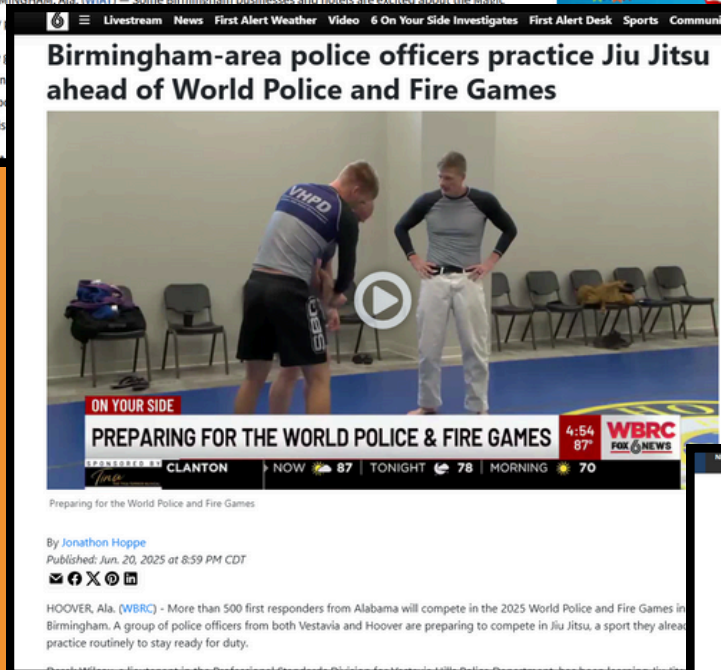
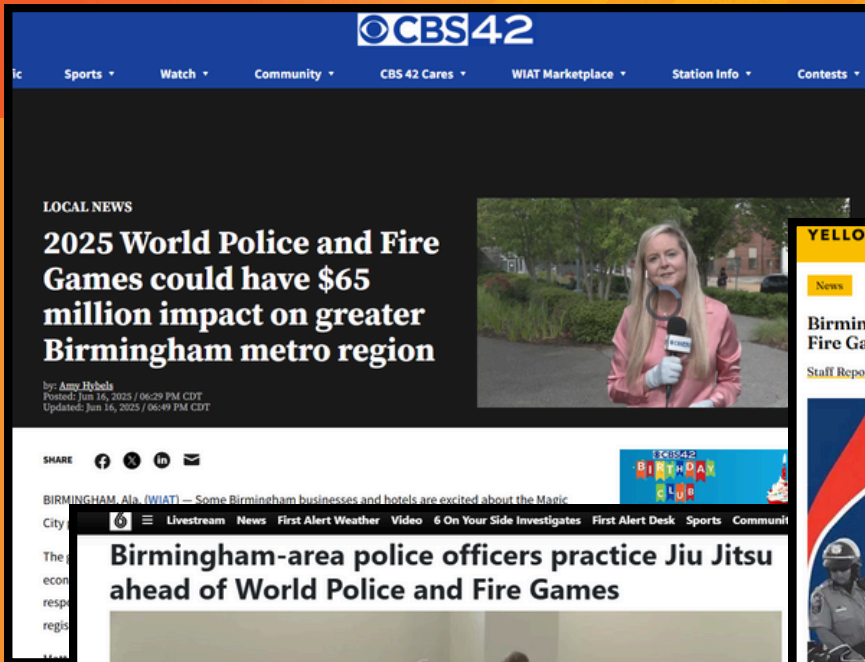
**mid·day**

The  
FIREMEN'S  
Grapevine

**YELLOWHAMMER**

**AL** COM

# AS SEEN IN IN THE NEWS





# SPORTS SCHEDULE

For live schedule updates, please refer to our site [here](#), and for the printable schedule, please see below.

SPORT	EVENT DAYS	THURS JUN 26	FRI JUN 27	SAT JUN 28	SUN JUN 29	MON JUN 30	TUES JULY 1	WEDS JULY 2	THURS JULY 3	FRI JULY 4	SAT JULY 5	SUN JULY 6	VENUE
ANGLING (FRESHWATER)	2					07:00	07:00						LINCOLN LANDING ON LAKE LOGAN MARTIN
ARCHERY (3D)	1					09:00							CMP TALLADEGA MARKMENSHIP PARK
ARCHERY (FIELD)	1						09:00						CMP TALLADEGA MARKMENSHIP PARK
ARCHERY (TARGET)	2			09:00	09:00								CMP TALLADEGA MARKMENSHIP PARK
AXE THROWING	2			10:00	10:00								BJCC EXHIBIT HALLS
BADMINTON	3							10:00	10:00	10:00			BJCC EXHIBIT HALLS
BASEBALL	5			09:00	09:00	09:00	09:00						RICKWOOD FIELD / HOOVER MET
BASKETBALL 3X3	4								10:00	10:00	10:00	10:00	HOOVER FINLEY CENTER
BASKETBALL 5X5	5			10:00	10:00	10:00	10:00	10:00					HOOVER FINLEY CENTER
BENCH PRESS	3						10:00	10:00	10:00				BJCC EXHIBIT HALLS
BIATHLON	1										09:00		CMP TALLADEGA MARKMENSHIP PARK
BILLIARDS	5					09:30	09:30	09:30	09:30	09:30			POPPA G's BILLIARDS
BODYBUILDING	1					09:00							THE LYRIC
BOWLING	3						09:00	09:00	09:00				VESTAVIA BOWL
BOXING	3					17:00	17:00		17:00				ALABAMA THEATRE
CHESS	2			08:00	8:00								BIRMINGHAM JEFFERSON CONVENTION COMPLEX
CORNHOLE	2			15:00	15:00								BJCC EXHIBIT HALLS
CROSS COUNTRY	1						08:00						VETERANS PARK HOOVER
CROSSFIT®	3			08:00	08:00	08:00							BJCC EXHIBIT HALLS
CYCLING - MOUNTAIN BIKE (LONG COURSE)	1					08:00							OAK MOUNTAIN STATE PARK
CYCLING - MOUNTAIN BIKE (SHORT COURSE)	1				08:00								OAK MOUNTAIN STATE PARK
CYCLING STREET (CRITERIUM)	1						08:00						TALLADEGA SUPERSPEEDWAY
CYCLING STREET (HILL CLIMB)	1									08:00			SMYER ROAD
CYCLING STREET (ROAD RACE)	1								07:30				BARBER MOTORSPORTS PARK - TRACK
CYCLING STREET (SPRINT)	1			08:00									BARBER MOTORSPORTS PARK - PROVING GROUND
CYCLING STREET (TIME TRIALS)	1							08:00					OAK MOUNTAIN STATE PARK
DARTS	4					08:00	08:00	08:00	08:00				BJCC EXHIBIT HALLS
DISC GOLF	3			08:00	08:00	08:00							GEORGE WARD PARK
DODGEBALL	3							16:00	16:00	16:00			BJCC EXHIBIT HALLS
DRAGON BOAT	1				9:00								OAK MOUNTAIN STATE PARK
FIREFIGHTER CHALLENGE	4					17:00	07:00	07:00	08:30				HOOVER MET COMPLEX
FLAG FOOTBALL	3			08:00	08:30	08:30							HOOVER MET
GOLF	3					08:00	08:00	08:00					HIGHLAND PARK, BENTBROOK, OXMOOR VALLEY
HALF MARATHON	1											07:00	ROTARY TRAIL BIRMINGHAM
ICE HOCKEY	10		11:30	10:00	10:00	10:00	9:30	10:00	11:00	11:00	9:00	09:00	PELHAM CIVIC CENTER (2)
HONOR GUARD	2			09:00	09:00								BJCC CITYWALK / OPENING CEREMONIES
JIU JITSU	2				09:00	09:00							BOUTWELL AUDITORIUM
JUDO	1			09:00									BOUTWELL AUDITORIUM
K-9 SERVICE DOGS (NARCOTICS DETECTION)	2					09:00							SPAIN PARK HIGH SCHOOL
K-9 SERVICE DOGS (K9 BIATHLON)	2			09:00									VETERANS PARK
K-9 SERVICE DOGS (EXPLOSIVES DETECTION)	2				09:00								SPAIN PARK HIGH SCHOOL
KARATE	2							09:00	09:00				BOUTWELL AUDITORIUM
LACROSSE	5				09:00	09:00	10:00						LIBERTY PARK SPORTS COMPLEX / SICARD HOLLOW
MUSTER	1									10:00			CITY HALL "SHORT 20" STREET
OPEN WATER SWIM	1					07:30							OAK MOUNTAIN STATE PARK
ORIENTEERING (CLASSIC)	1							09:00					OAK MOUNTAIN STATE PARK
ORIENTEERING (SPRINT)	1					09:00							RAILROAD PARK
PICKLEBALL	3				08:00	09:00	08:00						PICKLR
PISTOL (AIR)	1				14:30								JUDITH LEGERSKI CMP COMPETITION CENTER
POLICE ACTION PISTOL	3						09:00	09:00	09:00				CMP TALLDEGA MARKMENSHIP PARK
POLICE MOTORCYCLE RIDING (RODEO)	2			08:00	08:00								HOOVER MET COMPLEX
POLICE PISTOL COMBAT	3			09:00	09:00	09:00							CMP TALLDEGA MARKMENSHIP PARK
PUSH PULL	3									10:00	10:00	10:00	BJCC EXHIBIT HALLS
RIFLE (AIR)	1				09:00								JUDITH LEGERSKI CMP COMPETITION CENTER
RIFLE LARGE BORE	3							09:00	09:00				CMP TALLADEGA MARKMENSHIP PARK
RIFLE SMALL BORE	3					09:00	09:00						CMP TALLADEGA MARKMENSHIP PARK
ROWING (INDOOR)	2									9:15	9:15		BJCC EXHIBIT HALLS
RUGBY 7's	4							09:00					HEARDMONT PARK
SHOTGUN (SKEET)	3							09:00	09:00				CMP TALLADEGA MARKMENSHIP PARK
SHOTGUN (SPORTING CLAYS)	1										09:00		CMP TALLADEGA MARKMENSHIP PARK
SHOTGUN (TRAP)	2				09:00	09:00							DIXIE TRAP & GUN CLUB
SOCCER (FUTSAL)	4								08:00	08:00	08:00	08:00	BJCC EXHIBIT HALLS
SOCCER (OUTDOOR)	7			17:00	17:00	17:00	17:00	17:00	08:00	08:00			HOOVER MET COMPLEX
SOFTBALL (SLOW PITCH)	6				09:00	09:00	09:00	09:00	09:00	09:00			LIBERTY PARK SPORTS COMPLEX
STAIR RACE	1										09:00		1901 6TH AVENUE TOWER
SURFING	1												HAWAII
SWIMMING	3							09:00	09:00	09:00			BIRMINGHAM CROSSPLEX POOL
TABLE TENNIS	3			09:00	09:00	09:00							BJCC EXHIBIT HALLS
TAEKWONDO	2					09:00	09:00						BOUTWELL AUDITORIUM
TENNIS	6			09:00	09:00	09:00	09:00	09:00	09:00				HOOVER MET COMPLEX
TOUGHEST COMPETITOR ALIVE	3			07:00	07:00	07:00							BIRMINGHAM CROSSPLEX
TRACK & FIELD	6					08:00	08:00	09:00	08:00	07:00	08:30		SAMFORD UNIVERSITY
TRIATHLON	1											07:30	OAK MOUNTAIN STATE PARK
ULTIMATE FIREFIGHTER	3			08:00	08:00								HOOVER MET COMPLEX
VOLLEYBALL (BEACH)	4			09:00	09:00	09:00	09:00						UAB BEACH VOLLEYBALL
VOLLEYBALL (INDOOR)	4							09:00	09:00	09:00	09:00	09:00	BIRMINGHAM CROSSPLEX TRACK
WRESTLING	2						09:00	09:00					BOUTWELL AUDITORIUM
WRIST WRESTLING	1								18:15				BJCC CITYWALK / ATHLETES VILLAGE
OPENING CEREMONY	1												BJCC LEGACY ARENA
ATHLETES' VILLAGE	10												BJCC CITYWALK
CLOSING CEREMONY	1												BJCC CITYWALK / ATHLETES VILLAGE
SPORT	EVENT DAYS	THURS JUN 26	FRI JUN 27	SAT JUN 28	SUN JUN 29	MON JUN 30	TUES JULY 1	WEDS JULY 2	THURS JULY 3	FRI JULY 4	SAT JULY 5	SUN JULY 6	VENUE



# UPCOMING EVENTS

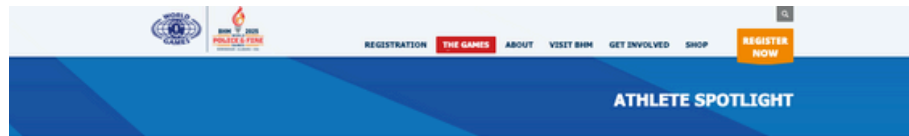
Keep an eye out for any hot and upcoming events and sports:

- Jiu Jitsu
- CrossFit
- Ultimate Firefighter
- Police Pistol
- Police Motorcycle Rodeo

And many more!



# ATHLETE SPOTLIGHTS



## LEARN ABOUT OUR AMAZING ATHLETES

Welcome to the Athlete's Spotlight of the World Police & Fire Games! Here, we celebrate the incredible dedication, skill, & bravery of the athletes who serve & protect our communities. Explore the stories behind the badges, where heroes from around the globe share their journeys, triumphs, & the spirit of competition that unites us all. Get inspired by their commitment both on & off the field, as we honor their achievements in the games & their unwavering service. Click on an image below to read more about these amazing athletes!



[Read More About Kristine](#)

### Kristine Franz Ramos

The love of sports has taken Kristine Franz Ramos around the world. The 41-year-old police sergeant in Makati City, Philippines is a multi-sport athlete who has been a part of World Police and Fire Games since 2019. Read her athlete ambassador story to learn more of her world-embracing outlook!



[Read More About Krista](#)

### Krista Francis-Raymah

Krista has been a regular figure on the medal podium at World Police and Fire Games for her track and field performances, most recently winning two Gold and two Silver medals at the 2023 World Police and Fire Games in Winnipeg. Her consistent athletic prowess and positive spirit was recognized when Krista was inducted into the World Police and Fire Games Hall of Fame in 2022.



[Read More About Ft. Worth PD](#)

### Fort Worth Police Dept.

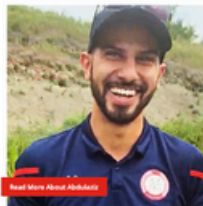
The 2023 World Police and Fire Games may have been in Winnipeg Canada, but after repeatedly hearing "Fort Worth" and "That's a new record!" announced at the powerlifting venue one might have thought a Texas cattle drive was coming through. The Fort Worth Police Department Powerlifting Team came home with 15 medals (nine golds) and established nine new WPPFG records in the various events and weight classes. It's not their first rodeo either. Read our athlete ambassador feature to learn how they have dominated and are also making a difference in their community.



[Read More About Rick](#)

### Rick Dorey

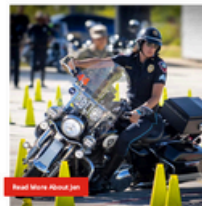
Rick Dorey still laughs about how he got started with archery. His West Palm Beach Fire Department was hosting the Florida Firefighter Games in 1994 and asked him to run archery. He bought a used bow from a pawn shop to better understand the sport and has not stopped competing since. In this athlete ambassador spotlight, Rick reveals how his son has followed him into fire service and shooting.



[Read More About Abdulaziz](#)

### Abdulaziz Alkaabi

Winning a medal is exciting, but being part of a team proudly representing the United Arab Emirates is a bigger reward for Abdulaziz Alkaabi, who won silver in shooting at the 2023 World Police and Fire Games in Winnipeg. Find out more about the team's impressive medal count in this athlete ambassador spotlight!



[Read More About Jen](#)

### Jen Martin

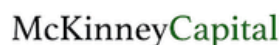
There aren't a lot of female motorcycle cops out there, so Jen Martin caught our attention. Jen's primary sport has always been swimming, and she's racked up plenty of medals since first going to WPPFG in Quebec in 2005. The 21-year veteran and sergeant of the Pembroke Pines, Florida Police has been riding a Harley in the traffic motor unit for four years and is excited to show off her skills. The

The World Police & Fire Games bring together the world's bravest first responders—not just to compete, but to inspire. Every athlete has a story of resilience, dedication, and service. From firefighters overcoming incredible odds to police officers balancing duty and elite competition, these stories highlight the strength behind the uniform.

Read their journeys and discover what drives them—because behind every competition is a hero. Enjoy more stories at [www.BHM2025.com/athlete-spotlight/](http://www.BHM2025.com/athlete-spotlight/)



# THANK YOU TO OUR SPONSORS







*The Games of Heroes*™

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