



SENSATIONAL LEAGUE

FAST. REBELLIOUS. FEMALE.



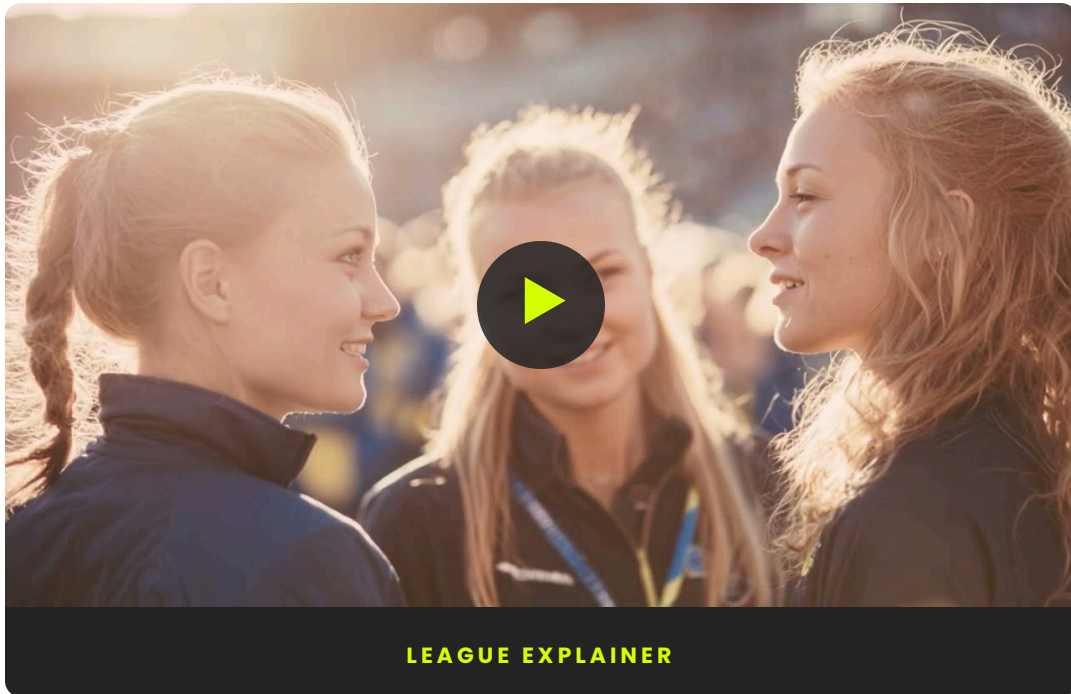
SENSATIONAL LEAGUE

March Newsletter

A big welcome to all, we hope you enjoy the read.

We are on a bit of a mission, and we really appreciate all the help, shares and support we get. Together we can create something that will add to the experience of women's football. And maybe even make real changes over time.

Thank you for joining, commenting and sharing!



SENSATIONAL INNOVATION

The Ball – Why Size Matters

Every other sport adapted for women. Football never did.

Basketball has a dedicated women's ball. Handball has a dedicated women's ball. Even the javelin, hurdles, and hammer throw are adapted for female athletes. But football – the world's most popular women's sport – still uses the exact same ball as the men's game. A ball sized on male averages from the 1870s.

Women have approximately 26% less neck strength. They experience 44% greater head acceleration when heading the same ball. 15.3 ACL injuries per 1,000 playing hours. 37 players injured at the last Women's World Cup. The equipment was never designed for their bodies.

13%

LONGER PASSES

17%

BELOW CONCUSSION
THRESHOLD

40%

LESS KNEE & ANKLE STRAIN

The Sensational Ball 4.5 is the official match ball of Sensational League. Size 4.5. 370 grams. The first football designed specifically for women's bodies. Developed with researchers at the University of Copenhagen and Aarhus University. It is not a smaller ball. It is a better ball.

86% of players testing it responded positively. 66% said it was more fun. The game became faster, not slower.

[READ THE STORY](#)

[GET THE BALL →](#)

FROM THE CEO

Sensational Innovation: We designed our own ball. Here's why:

Women's football has up to 6x more injuries than the men's game. The average female player aged 14-19 suffers one injury per year. With a 90% chance of a second injury, most girls never reach their prime.

The game is also criticised for being slow.

Football is still played with a ball sized on male averages. Basketball has a dedicated women's ball. Handball has a dedicated women's ball. Volleyball adjusts for women. Football never has.

Majken Gilmartin, my co-founder and a UEFA B2 coach, spent years watching talented players drop out. Knee injuries. Concussions. She had her own. At some point she stopped accepting it and started testing the one thing nobody questioned.

The ball.

The result: 13% longer passes. 6% faster ball speed. Head acceleration 17% below the concussion threshold. 40% lower strain on knees and ankles. 86% of players testing it responded positively.

The Sensational Ball 4.5 is the official match ball of Sensational League. It's faster and safer. Season 1 limited edition is on sale now!

The ball is a symbol of our mission: rethink and design women's football, for the players and fans.



Bettina Kuperman

CEO, Sensational League / Saga Sports Group

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The game is changing.

Saga Sports Group

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