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American Football Association of Finland launches new website and branding

American Football Association of Finland (SAJL) has today launched a new website and re-freshed brand. The new branding breaks away from the visual line based on the name of the organization.

SAJL wants to communicate more about the sport and characteristics of the country. Not only is Finland the most successful nation of American football in Europe, but the country also has one of the freshest air, water and nature in the world. These are all significant factors that make import players, for example, prefer Finland from year to year not to mention nations exceptionally successful fight against covid-19.

Next time Finland will offer hospitality to the global American football community at the 2022 IFAF women's world championships.

The main target group of the new website is Finnish users. The sections in English will be further developed during the early part of the year. Key features like player statistics will continue to be presented mainly in English.

SAJL's new website retains its previous domain of **sajl.fi**, but it will be marketed in Finland under domain **jenkkifutis.fi**.

More information

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