PRESS RELEASE

FREDERICK FLYING COWS™

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HISTORIC FIRST: Professional Basketball League Invites Fans to "Name The League"

USBL Launches Unprecedented Nationwide Contest as Eight Team League Seeks New Identity.

Frederick, MD — In a groundbreaking move never before seen in professional sports, the United States Basketball League (USBL) today announced the launch of "Name The League," a nationwide contest giving fans the once-in-a-lifetime opportunity to rename an entire professional basketball league.

While individual sports franchises have held "Name The Team" contests, this marks the first time in history that fans will have the power to name an entire professional league.

"This is truly unprecedented," said a league spokesperson. "We want to come up with a name that captures the essence of who we are – community-focused, high-level, entertaining basketball. Who better to help us achieve that than the fans themselves?"

The contest is open to fans across all eight USBL markets – Baltimore Rhythm, Capital Seahawks, Frederick Flying Cows, Jersey Shore Breaks, New York Phoenix, Reading Rebels, San Diego Sharks, and Virginia Valley Vipers – as well as basketball enthusiasts nationwide.

How It Works:

Name Ideas Submission Period: February 5-19, 2026

Where to Submit: www.nametheleague.com or Instagram @nametheleague

Selection Process: The league will select the top 8 names (one from each team market)

Fan Voting: February 21 - March 4, 2026

Big Reveal: The new league name and logo will be unveiled at the league season opener on March 6, 2026

Prizes:

Top 8 Finalists: Two season tickets for two years to the team of their choice

Grand Prize Winner: Two free tickets for life to any league game in any market

The rebranding effort comes as the league seeks to modernize its identity and distance itself from a previous iteration of the USBL that existed in the 1990s. Today's league is committed to two primary goals: providing the highest level of professional basketball in the USA outside of the NBA, and delivering exciting, family-oriented community entertainment.

"The USBL name comes from another era," said team owner Tayvon Jackson. "What we are building today deserves a brand that matches our vision, our energy, and our future. Opportunities like this don’t come often – this is about creating something that lives far beyond today."

Players are thrilled with the initiative and the opportunity to engage with fans new and old alike.

"I played in this league last year, and this is so exciting to me as a player. I can't wait to see the creativity of our amazing fans be unleashed," said Donte Greene, former 7 year NBA Player and leader of the expansion Baltimore Rhythm.

Greene's sentiment was echoed by Frederick, MD native, former Bucknell and Euroleague standout Zach Thomas, who has played in numerous leagues around the world and is entering his first year in the league after recently spending time with the coaching staff of the Charlotte Hornets of the NBA. "I can't wait to get back on the court, compete against the amazing talent our league has to offer, and engage with our local communities. The family-first orientation of this league is special and unlike anything I have seen in any other league around the world."

"I've been fortunate to be part of championship teams and to coach players who went on to compete at the highest levels, including the NBA," said Ed Corporal, the longest-tenured and championship-decorated head coach of the Virginia Valley Vipers. "What excites me most is seeing our fans help define a name that will represent the culture we are building with the Vipers and throughout the league."

Fans are encouraged to be creative and imaginative in their submissions. Whether inspired by the league's commitment to excellence, its family-first values, or its coast-to-coast footprint, spanning from San Diego to New York, all ideas are welcome.

For more information about the contest, visit www.nametheleague.com or email info@nametheleague.com.

About the United States Basketball League: The USBL is a professional basketball league featuring eight teams across the United States, from Baltimore to San Diego. Committed to delivering premier basketball and exceptional family entertainment, the league launches its current season March 6, 2026.

For the latest Flying Cows news, tickets, and exclusive updates, visit **goflyingcows.com** or follow the team on social **@goflyingcows**. Media inquiries may be directed to **chris.jenkins@goflyingcows.com**.

About The Frederick Flying Cows:

The Frederick Flying Cows are a professional basketball and entertainment organization competing in *The United States Basketball League* (USBL) - soon to be renamed. The regular season consists of 24 games (12 home and 12 away) from March through May, with playoffs in June. USBL offers a high level of play—just a notch below the NBA G League—and provides a competitive option for players building toward elite-level opportunities.

The Flying Cows competed in The Basketball League, (TBL) for their first two seasons as an organization. In back-to-back seasons, they've clinched divisional championships, recorded 20+ win seasons, and led the league in attendance. The Flying Cows have quickly become a standard of excellence within the professional basketball landscape and a popular sports team in Frederick, MD. The Flying Cows also hold countless community events such as youth camps, a high school basketball event, a family friendly festival - COWFEST (where they nearly broke the world record for most people dressed as Cows), and more.

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