



## FOR IMMEDIATE RELEASE

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## Historic Moment for American Kubb: Major Championship Series Formalizes National Framework

*AKA Open Championship Series unites championships from coast-to-coast under unified competitive structure, marking kubb's transformation from independent tournaments to organized national sport*

Today marks an inflection point for the game of kubb in America. The American Kubb Association (AKA) has formalized partnerships with four major championship tournaments, creating the AKA Open Championship Series. The first true coast-to-coast competitive framework in U.S. kubb history.

The Championship Series brings together the U.S. National Kubb Championship, West Coast Kubb Championship, Midwest Kubb Championship, and East Coast Kubb Championship under a unified organizational structure while preserving each championship's competitive tradition and operational autonomy.

"This is the first step for a bigger mission that we are building toward," said Collin Troy, Board President of the American Kubb Association. "Four major championships spanning three regional zones, creating a competitive narrative with the U.S. National Championship at the top. We're not imposing artificial structure, we're formalizing what the community organically created over nearly 20 years of grassroots development."

The announcement addresses what has been kubb's central organizational challenge: unifying independent regional tournaments without erasing the competitive traditions that make each championship distinctive. The AKA's solution positions regional variation as strategic strength rather than an obstacle to standardization.

"We're recognizing multiple competitive standards as legitimate pathways within one national framework," said Troy. "The AKA is preparing the future of the sport by providing institutional

legitimacy for what tournament organizers built. That partnership model is what makes this work."

The regional architecture establishes a foundation for future state associations and local clubs to develop competitive pathways from community play to elite national competition. WCKC anchors the Western zone, MWKC anchors the Midwest zone, ECKC anchors the Eastern zone, and the U.S. National Kubb Championship operates at the national level.

Beyond championship sanctioning, the AKA will form pathways for players, organizers, and fans to have a direct voice in shaping the future. All tournaments, sanctioned or not, already have access to insurance programs and consultation support, with fiscal sponsorship in the works for the near future.

"We are committed to ensuring that this isn't top-down governance," Troy added. "Kubb is a family. The AKA couldn't exist without the passion and dedication of our local clubs and organizers that make this Championship Series even possible."

The organization is executing a three-phase development strategy: establish legitimacy through championship partnerships, grow membership and secure sponsors while proving broadcast viability, then invest in comprehensive infrastructure including state associations and youth programs.

With nearly 100 members already in their ranks, 501(c)(3) status, established insurance program for any kubb event organizer, and now formalized championship partnerships, the AKA is well ahead of schedule.

"This is the moment American kubb stops being independent tournaments and becomes a unified sporting enterprise," said Troy. "This is just the beginning. We are building something legitimate together. That's how grassroots movements become national institutions."

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## About the American Kubb Association

*The American Kubb Association is a 501(c)(3) nonprofit organization that inspires, educates, and connects people to grow kubb into a recognized sport in the United States. Through tournament sanctioning, rules standardization, membership programs, and community development, the AKA works to transform kubb into a unified national movement while preserving the sport's welcoming culture and community values.*

**Website:** [www.kubbamerica.org](http://www.kubbamerica.org)

**Socials:** @KubbAmerica

**Membership:** Open to all players, organizers, and kubb lovers at [www.kubbamerica.org](http://www.kubbamerica.org)

