



**WFFA**  
**PULSE**  
SERIES

**NEW YORK**

**AUGUST 26 2023**

**ATHLETE HANDBOOK**



## GETTING THERE



AMERICAN DREAM



August 26, 2023



East Rutherford, New Jersey, USA



American Dream



1 American Dream Way  
East Rutherford, NJ 07073

Options to get to the NYC metro area include:

- **JFK Airport**  
25 miles away from the venue
- **La Guardia Airport**  
15 miles away from the venue

## TRAVEL REGULATIONS

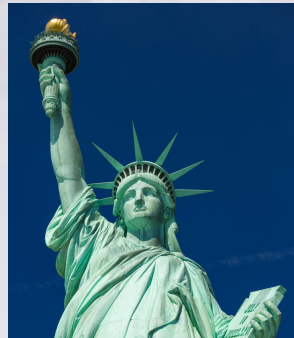
All travelers entering the USA from other countries will need the following:

- **Travel visa** or equivalent (i.e. ESTA) approved by the US Department of State (more info [here](#))

## ABOUT THE AREA



The **New York City** metropolitan area, located on the northeastern coast of the United States, boasts a captivating history dating back centuries. As a major trade center, it has become an iconic metropolis. The city itself offers a myriad of landmarks, including the Statue of Liberty, Central Park, and Times Square. Its diverse culinary scene is renowned for its international flavors. Visitors can indulge in the area's cultural festivals, museums, and nearby natural wonders, making it an enticing destination for any traveler.



①

### **Statue of Liberty**

*A beacon of freedom, welcoming all visitors to the USA with grace and historic significance*



②

### **Empire State Bldg.**

*An iconic symbol of the city, piercing the skyline with majestic grandeur*



③

### **Central Park**

*A sprawling urban sanctuary, adorned with scenic beauty and recreational treasures*





## ACCOMMODATION SUGGESTIONS



**\$116**  
PER NIGHT  
DISCOUNTED  
FARE!

### **SureStay Secaucus Meadowlands**

250 Harmon Meadow Blvd., NJ 07094  
Secaucus, NJ, USA

**3.5 miles away from the venue**

#### **About this hotel**

- Complimentary wi-fi
- In-room hairdryer, microwave and fridge
- Complimentary breakfast
- 8 miles away from the city centre
- 22 miles away from the airport



**\$126**  
PER NIGHT  
DISCOUNTED  
FARE!

### **Renaissance Meadowlands**

801 Rutherford Ave, NJ 07070  
Rutherford, NJ, USA

**2.9 miles away from the venue**

#### **About this hotel**

- Free wi-fi
- Indoor and outdoor pools
- Fitness centre
- 12 miles away from the city centre
- 34 miles away from the airport



**\$127**  
PER NIGHT  
DISCOUNTED  
FARE!

### **Courtyard NY World Trade Ctr.**

100 Greenwich St, NY 10006  
New York City, NY, USA

**7.5 miles away from the venue**

#### **About this hotel**

- Complimentary wi-fi
- Complimentary breakfast
- In-room hairdryer, iron, safe and fridge
- Located right at the city centre
- 22 miles away from the airport



**\$171**  
PER NIGHT

### **Pod Times Square**

400 W 42nd St, NY 10036  
New York City, NY, USA

**7 miles away from the venue**

#### **About this hotel**

- Air conditioning
- 24-hour front desk
- Restaurant
- 3 miles away from the city centre
- 18 miles away from the airport

## CITY TRANSPORTATION OPTIONS



### PUBLIC TRANSPORT

- The New York City metro area public transportation network includes **buses**, **trains** and **subway services**
- To travel from the city centre to American Dream, the best options are the **New Jersey Transit #355 Bus** from Port Authority Bus Terminal Gate 305 and the **New Jersey Transit Train** from NY Penn Station one-stop to Secaucus Junction Station



### TAXIS

- Taxis are readily available in the New York City metropolitan area, and you can either hail them on the street or use ride-hailing apps such as **Uber**, **Curb** or **Arro**



### CYCLING AND WALKING

- The vast expanse of the NYC metro area encompasses a diverse network of cycling paths and lanes: rental companies and the city's bike-sharing system, **Citi Bike**, provide accessible options



### OTHER OPTIONS

- Renting a car in the NYC metro area is convenient with various agencies like **Hertz** and **Enterprise**; it provides an affordable means to explore the vast region and its attractions
- Even though finding a **parking spot** in the New York City centre might be complex, there are numerous spots available in the surrounding area



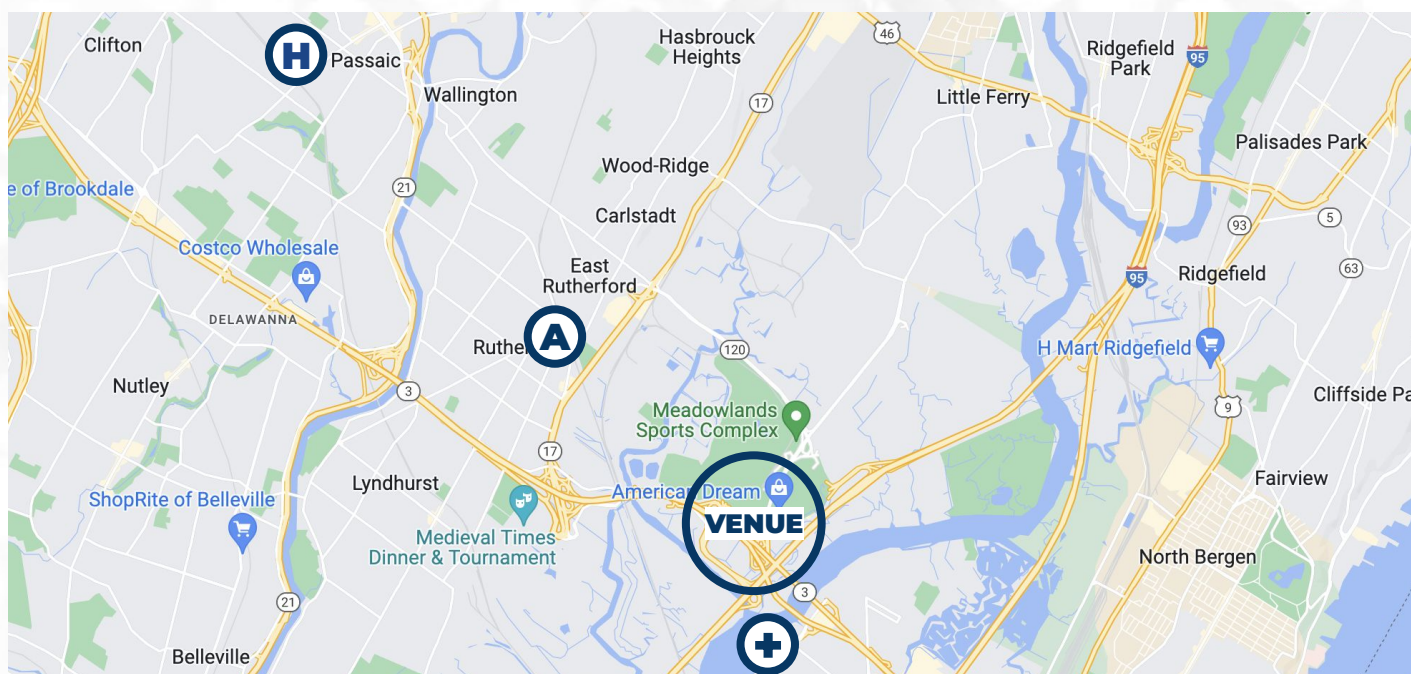
## EVENT SCHEDULE\*

DAY	START TIME	END TIME	ACTIVITY
26/08	10:00	11:00	Check-in
26/08	11:00	11:30	Opening briefing (introduction, tournament structure, judges)
26/08	11:30	12:45	Qualification Circles - Women & Men
26/08	12:45	13:45	Lunch break
26/08	13:45	14:00	Women - Extra Battles
26/08	14:00	14:25	Men - Extra Battles
26/08	14:25		Small break + Introduction of No Time Limit battles
26/08	14:35	17:40	Finals
26/08	17:40	17:50	Celebration of Winners
26/08	17:50	18:15	Awards Ceremony
26/08	20:00 - ¿?		Dinner and Afterparty (location TBC)

\* THIS SCHEDULE MAY BE MODIFIED AS THE EVENT APPROACHES: STAY TUNED TO THE WFFA CHANNELS TO KEEP UP-TO-DATE WITH THE CHANGES!



## NEARBY SERVICES



### KEY SERVICES



**St. Mary's General Hospital**  
350 Boulevard, Passaic, NJ 07055  
**6.5 miles from the venue**



**Quik Drugs Pharmacy**  
40 Meadowlands Pkwy, Secaucus, NJ 07094  
**2.3 miles from the venue**



**Chase Bank ATM**  
24 Park Ave, Rutherford, NJ 07070  
**3.5 miles from the venue**

**American Dream Shopping Mall**  
1 American Dream Wy, East Rutherford, NJ  
**In the venue**

### RESTAURANTS

**Five Guys (Hamburgers)**  
1 American Dream Wy, East Rutherford, NJ  
**In the venue**

**Taco Bell (Mexican cuisine)**  
1 American Dream Wy, East Rutherford, NJ  
**In the venue**

**Carpaccio (Italian cuisine)**  
1 American Dream Wy, East Rutherford, NJ  
**In the venue**

**Falafel Inc (Halal cuisine)**  
1 American Dream Wy, East Rutherford, NJ  
**In the venue**





## SOCIAL MEDIA GUIDELINES



Competition name: **WFFA Pulse New York City 2023**



Venue: **American Dream**



Website: **[www.thewffa.org/event/pulsenewyorkcity2023/](http://www.thewffa.org/event/pulsenewyorkcity2023/)**



Live Stream: **[www.twitch.tv/thewffa](http://www.twitch.tv/thewffa)**



### TAGS

**@thewffa**

**@americandream** *on Instagram*

**@americandream\_official** *on TikTok*



### HASHTAGS

**#WFFAPulseNewYorkCity**

**#PulseSeries**

**#FreestyleFootball**

**#AllYouNeedIsABall**

**#AmericanDream**

**Remember to add the tags  
and hashtags listed above to all  
your social posts and Stories!**





## COMPETITIVE FORMAT



**JUDGE**  
ALEX MENDOZA



**JUDGE**  
JAMIE 'MAGNET' BRUNO



**JUDGE**  
UMAR DALATI

### RULES

- The regular **WFFA rules** apply: no hands, no props, 1 ball, no adjusting or changing clothes and no audience on stage during the performance
- In the **Circles** round, each athlete will have **3 rounds of 30 seconds** to perform; from the **Top 16** on, battles will have **no time limit**
- When an athlete is performing, **inappropriate interferences** (i.e. invading personal space) by the other athlete are forbidden
- Athletes may be marked down by judges for **making mistakes**, any **unfair play** or **bad attitude**, **repetition** and **violating the rules**
- The **winners and runners-up** in both the male and female brackets will earn themselves a spot at the **World Freestyle Football Championship Finals** in Nairobi

### CRITERIA

The judges evaluate battles according to five criteria: **Difficulty**, **Originality**, **Control**, **Execution** and **All-round**

- **Difficulty**: difficult moves, flow, execution, dynamics
- **Originality**: original composition of tricks, unique execution of moves, use of new, unusual or unexpected tricks
- **Control**: general control of the ball on stage
- **Execution**: cleanness, flow, style, dynamics, musicality and attitude
- **All-round**: general ability to perform all parts of sport the best way possible

[CLICK HERE TO DOWNLOAD THE](#)  
**OFFICIAL RULES**  
OF THE SPORT OF FREESTYLE FOOTBALL



## USEFUL RESOURCES

### WFFA



**Lucaso Skoda**  
**Event Director**  
+420 775 210 889



**Vincent 'Spinny Vinny' Grady**  
**On-site Project Manager**  
+1 (646) 752-1318



**Jordi Mestre**  
**Communications Manager**  
+34 647 094 896

### SERVICES



**Police & Ambulance**  
**Emergency number**  
911



**Tourism Board**  
**I ♥ NY**  
[www.iloveny.com](http://www.iloveny.com)



**Venue**  
**American Dream**  
+1 (833) 263-7326



## THE TOURNIFY APP

During this event, the WFFA will be using **Tournify**, an easy and intuitive App to follow all schedules and results. The event information will be online on **August 25th at 11:59pm EST**, once the competition draw is done.

Download Tournify for iPhone or Android using the links below and type **Pulse New York City 2023** in the search bar:





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[www.thewffa.org](http://www.thewffa.org)