

US United Launches 9/11 Friday Night Lights Unity Seats to Honor the 25th Anniversary of the Attacks

National high school football activation co-hosted by Sheriffs Unity Network will bring Unity Seats and Pass the Purple Social Campaign across the country

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [US United](#), a not-for-profit leading a national movement to build unity in America, will launch Friday Night Lights Unity Seats at close to 100 high school football games to honor the 25th anniversary of the 9/11 attacks and remind us all we can be just as unified today as we felt 25 years ago.



Through a partnership with [DistrictWON](#) and co-hosted by local members of the Sheriff's Unity

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Network as well as local law enforcement, US United's Unity Seats program is expanding from pro and college sports into high schools across the country. Unity Seats bring six strangers together to share seats at sporting events, cheer side by side, be recognized in venue moments, and build relationships grounded in mutual respect and shared fandom. Unity got me great seats to the game, division left me home alone on the sofa.

As we honor fallen heroes and unite communities on September 11, US United is launching “Pass the Purple,” a social media activation and call for fans and all Americans to take part in a simple gesture on 9/11 and beyond. To challenge the negativity of social media with unity and

kindness, US United asks you to pass the digital purple football to your family and friends on all social platforms. Americans have told us they need hope, inspiration and a simple way to stand against division. Purple is the color of unity so let's pass it everywhere.

Five marquee activations, including high schools near all three sites planes crashed on 9/11, will pass an actual purple football as we honor the lives lost on 9/11 and the unity we find in

diversity: Somerset County, Pennsylvania (Shanksville); New York City; Arlington, Virginia (Pentagon); Los Angeles; and Harris County (Houston), Texas.

"We're choosing to Pass the Purple to remind people that, 25 years after one of the most devastating days in our nation's history, we are still the United States of America," said Adam Mizel, co-founder of US United. "Division and partisanship may dominate the headlines, but I know from driving across this country in a purple and white pick up truck, almost all Americans believe in unity and want to move forward together. Unity does not mean we agree on everything. It does mean we respect each other. We listen to each other. We look for common ground. We are all on the same team just like every athlete playing high school football today. We can choose to keep building what unites us."

"Sheriffs are elected leaders responsible for keeping our communities safe – and safety includes building bridges that create a sense of connection and belonging," said US United co-founder Sheriff Christopher R. Swanson from Genesee County, MI. "This mandate is what fuels US United's Sheriffs Unity Network, a coalition of sheriffs nationwide dedicated to protect, to serve and to unify. On the 25th anniversary of the 9/11 attacks, sheriffs and local law enforcement leaders are hosting Unity Seats and doing what we are committed to do every day: create shared moments of reflection, connection, and community participation.

About US United



US United's Unity Seats recipients on the field at the Bucked Up LA Bowl Hosted by Gronk



US United on the Jumbotron at Minnesota Twins - Target Field

US United is a not-for-profit leading a national movement to build unity in America through storytelling, service, and human connection. Co-founded by business leader Adam Mizel and Sheriff Chris Swanson, the organization works to prove that Americans share common values and can bridge divides through community engagement. Programs include the Sheriff Unity Network, National Unity Day, Unity Seats at sporting events, and monthly 30 For US unity conversations. To take the Unity Pledge, visit us-united.org.

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