Award-Winning NFL Race to the End Zone Powered by Verizon Premieres Tuesday, Sept. 22, on NFL YouTube

Gaming series to feature an all-new lineup of NFL players and gaming creators



NFL Race to the End Zone powered by Verizon Season Two

NEW YORK, CA, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- The National Football League and Livewire, the global gametech media company, today announced the return of NFL Race to the End Zone Powered by Verizon, the award-winning, gaming-inspired competition series that pairs NFL players with gaming creators in weekly challenges celebrating NFL fandom and gaming culture. The second season premieres on Tuesday, Sept. 22 on NFL YouTube (@NFL) and culminates during Super Bowl LXI week in Los Angeles. Episode one of the 21-episode series will feature Las Vegas Raiders running back Ashton Jeanty and content creator Kani Rose.

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>
> *Indy Khabra, Livewire co-founder and co-CEO*

Season One established NFL R2EZ as a breakout franchise. The series generated 178 million total views on NFL YouTube and an average of 8.4 million views per episode across 368 pieces of content. The debut season earned two Telly Awards, Gold for Series-Sports and Silver for Campaign-Sports, along with the Digiday Content Marketing Award for Best Use of Native Advertising/Sponsored Content.

Season Two features NFL players Daniel Jones (Indianapolis Colts quarterback), Jahmyr Gibbs (Detroit Lions running back), and Drake London (Atlanta Falcons wide receiver) and gaming creators CashNasty, WILDCAT, Agent00 and LuluLuvely, with additional NFL players and creators revealed throughout the season.

New for Season Two:
All-new lineup of 20 NFL players and 20 gaming creators with a combined social reach of 115 million followers.
The NFL Celly Studio, inspired by the NFL's new Kickoff campaign "The Season is Your Stage," features NFL players and content creators celebrating the season in unique, team-spirited ways.
New games and challenges at team facilities across the NFL



Ashton Jeanty on NFL Race to the End Zone powered by Verizon Season Two



CashNasty and Tyler Shough on NFL Race to the End Zone powered by Verizon Season Two

"Gaming is a mainstream media channel, and Season One showed what happens when brands meet fans there with premium content. Pairing NFL players with top gaming creators generates attention no traditional buy can match, and inbound demand for Season Two reflects that. This season we raise the stakes, all the way to Super Bowl LXI week in Los Angeles," said Indy Khabra, Livewire co-founder and co-CEO.

"Season One of NFL Race to the End Zone put us in a great position to connect Gen Z and Gen Alpha fans to their favorite NFL players and gaming creators," said Ed Kiang, vice president of video games at the NFL. "Season Two builds on that connection with new challenges and stories from across the league."

Throughout the season, the series spotlights community changemakers supporting NFL initiatives including NFL FLAG, the official flag football program of the NFL; Crucial Catch, the NFL's mission to fight cancer through early detection and risk reduction in partnership with the American Cancer Society; and Salute to Service, the league's commitment to honor, empower and connect with the country's military community.

The season concludes with NFL Race to the End Zone LIVE, a multi-player invitational tournament featuring gaming and physical football-inspired activities that will be livestreamed on NFL YouTube during Super Bowl LXI week in Los Angeles. The gaming creators who earn their spot in the Super Bowl finale will compete alongside NFL players, and the winner will be crowned the NFL Race to the End Zone Season Two Champion.

Episodes premiere on NFL YouTube (@NFL), with companion content, clips and interactive drops across Instagram and TikTok (@NFLRaceToTheEndZone). NFL Race to the End Zone Powered by Verizon is produced under the multi-year strategic partnership between the NFL and Livewire.

Watch the Trailer for Season Two Here

About Livewire
Livewire is a global gametech media company building the operating system to connect brands to the 3.6 billion gamers worldwide. Powered by Gamer.ID, the company's proprietary privacy-first identity layer built from consented gameplay signals, Livewire's platform unites creative tools, verified audiences, premium inventory and measurement into a single agentic AI workflow, making gaming easier to plan, buy and optimize. Its first enterprise integration, Ads by Livewire in Canva, puts gaming media inside the tools marketers already use.

In addition, Livewire develops award-winning gaming IP, content, and experiences for brands and rights holders. Trusted clients and partners include the NFL, Live Nation, DAZN, Nike, Samsung, Uber, L'Oreal and Amazon. The company's work has earned 45 global awards and industry recognitions, including a D&AD Graphite Pencil, Telly and Webby Awards and MFA Grand Prix.

Livewire is headquartered in New York City with teams across North America, EMEA and Asia Pacific. Learn more at livewire.group.

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