**NFL FLAG-In-Schools**

**Detroit Lions Market Report**

The NFL FLAG-In-Schools Program started in 2014
- Developed by GENYOUth as a solution to the physical inactivity crisis
- Supports Physical Education (PE) Teachers
- Reaches a new population of potential players, namely girls and young children who have never played football!

The program provides NFL FLAG-In-Schools Kits, valued at $410:
- Equipment: To replace outdated or non-existing equipment
- Curriculum: High-quality resource developed by SHAPE America
- Interactive NFL FLAG-In-Schools course from SHAPE America’s Online Institute

NFL FLAG-In-Schools receives high ratings on almost every measure and is especially strong on:
- Providing an opportunity for competition
- Helping kids learn new skills and the rules of football
- Providing an easy way for kids to engage in football and feel accomplished

"We have been so excited to use our Flag Football kit since we got it. Our Fuel Up to Play 60 kids have organized the students in our school and got them excited about playing Flag Football at recess and also during gym time. We love that it comes with a curriculum guide and the students have used this as well as the teachers to make it impactful for the school day."

**Detroit Lions Market**

75-mile radius from stadium

**NFL FLAG-In-Schools**

$82,180 in kits given to
192 Fuel Up to Play 60 schools, reaching
82,055 students

**PROGRAM PARTICIPATION**

Reported using Kits for **before- and after-school** programs, **recess** activities, and **weekend/sports teams**.

- **85%** of participants indicated they love or like the program

**By Gender**
- **Male**
- **Female**

| Gender   | Kyle | 52% | Brian | 48% |

**By Age/School Level**

<table>
<thead>
<tr>
<th>Level</th>
<th>Kyle</th>
<th>Brian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary (age 5-10)</td>
<td>78%</td>
<td></td>
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<tr>
<td>Middle School (age 11-14)</td>
<td>17%</td>
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<tr>
<td>Other/Combined</td>
<td>5%</td>
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**IN-MARKET REACH & POTENTIAL**

**All Schools in Market**
- **192**
- **1,616**

**Schools with 20%+ Hispanic population**
- **37**
- **44**

**Student enrollment at schools**
- **82,055**
- **674,720**

Due to limited availability, 52 schools were denied kits missing a potential of 22,821 students!

**3-year Partnership with Boys & Girls Clubs**
- **Year 1 recipients**: 8
- **Year 2 recipients**: 2
- **Year 3 recipients**: 2

**To learn how you can help to grow the NFL FLAG-In-Schools program,**
please contact GENYOUth directly at Lauren.izzo@GENYOUthNow.org or 224-251-0216.