



NFL FLAG-In-Schools

Dallas Cowboys 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- Equipment: To replace outdated or non-existing equipment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](#)
- Watch NFL Legend Lorenzo Alexander walk through [FIS drills](#)



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

"This year I received a NFL FLAG Football kit from FUTP 60 and the program was a great success! Using the kit, the students learned a variety of lessons like throwing and catching and even kicking and punting. We practiced twice a week after school. The children couldn't wait until after school to get to practice. I have seen an increase in their aerobic capacity and I think that this program along with other clubs had a lot to do with it. Thank you Fuel Up to Play 60!"



Dallas Cowboys Market

75-mile radius from stadium

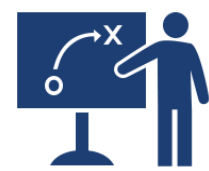
\$559,050 in kits given to

447 Fuel Up to Play 60 schools, reaching

263,949 students



PROGRAM PARTICIPATION



Teachers

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



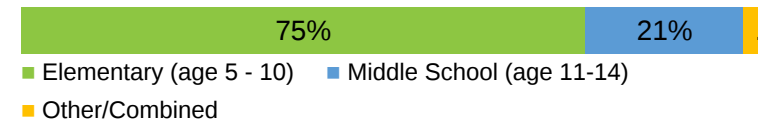
Students

85% of participants indicated they love or like the program

By Gender



By Age/School Level



IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market



Schools with 20%+ Hispanic population



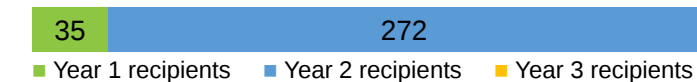
Student enrollment at schools



Due to limited availability, 17 schools were denied kits missing a potential of 9,033 students!



3-year Partnership with Boys & Girls Clubs



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.



GENYOUth
CREATING HEALTHIER SCHOOL COMMUNITIES™

Last data update:

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The term "schools" includes all K-12 public and private schools in the US.