



NFL FLAG-In-Schools

Pittsburgh Steelers 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- Equipment: To replace outdated or non-existing equipment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

"When I have girls that say, "I can actually throw a football" or "wait 'til my dad sees me throw this football - he's never going to believe", those successful moments add up... your kids come back and want to play after school. They want to play outside of just your Phys Ed class"



Pittsburgh Steelers Market

75-mile radius from stadium

\$95,990 in kits given to

174 Fuel Up to Play 60 schools, reaching

74,433 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

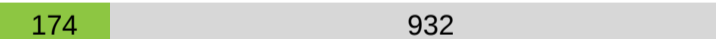


IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market



Schools with 20%+ Hispanic population



Student enrollment at schools

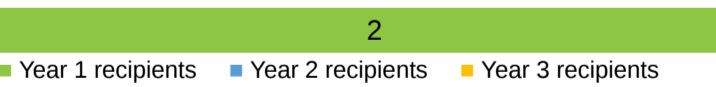


Due to limited availability, 17 schools were denied kits missing a potential of 8,389 students!



BOYS & GIRLS CLUBS OF AMERICA

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™

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