



NFL FLAG-In-School

Atlanta Falcons Market Report



The NFL FLAG-In-School 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- Equipment: To replace outdated or non-existing equipment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-School 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

"The students have really enjoyed participating in various activities outlined in the Flag Football curriculum provided by Fuel Up to Play 60. This is great tool for teaching skills by following a progression of fun and engaging activities."



Atlanta Falcons Market

75-mile radius from stadium

\$264,450 in kits given to

520 schools, reaching

377,896 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



■ Awarded Kits ■ Potential Reach

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

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:



CREATING HEALTHIER SCHOOL COMMUNITIES™

Last data update:

05/15/2025