

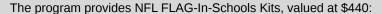
NFL FLAG-In-School

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!



- · Equipment: To replace outdated or non-existing equipment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

Reported using Kits for before- and after-school

programs, recess activities, and weekend/sports

75-mile radius from stadium

\$275,860 in kits given to

524 schools, reaching

379,109 students



PROGRAM PARTICIPATION



85%

teams.

of participants indicated they love or like the program

49%

By Gender

51% ■ Male ■ Female

By Age/School Level 1

■ Elementary (age 5 - 10) ■ Middle School (age 11-14)

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 524

1.018

Schools with 20%+ Hispanic population

225

Student enrollment at schools

379.109 509.227

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:















