



# NFL FLAG-In-School

Buffalo Bills 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- Equipment: To replace outdated or non-existing equipment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

"Our students love participating in flag football. They have gained confidence participating in football which has carried over to our other team sport units."



## Buffalo Bills Market

75-mile radius from stadium

**\$110,025** in kits given to

**175** schools, reaching

**79,418** students



### PROGRAM PARTICIPATION



Teachers

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



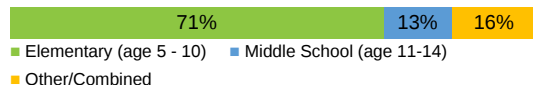
Students

**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

175 (Awarded Kits) / 522 (Potential Reach)

#### Schools with 20%+ Hispanic population

38 (Awarded Kits) / 30 (Potential Reach)

#### Student enrollment at schools

79,418 (Awarded Kits) / 201,659 (Potential Reach)

■ 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](mailto:Lauren.Izzo@GENYOUthNow.org) or 224-251-0216.

### NATIONAL PARTNERSHIPS

**3,729**

kits delivered to organizations for youth enrichment programs

Key partners include:



**FITNESSGRAM®**