



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- Equipment: To replace outdated or non-existing equipment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

"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"



Buffalo Bills Market

75-mile radius from stadium

\$114,675 in kits given to

177 schools, reaching

82,522 students



PROGRAM PARTICIPATION



Teachers

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



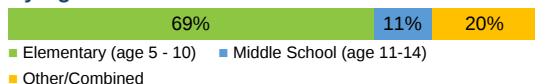
Students

85% of participants indicated they love or like the program

By Gender



By Age/School Level ⁱ



IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market

177	513
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Schools with 20%+ Hispanic population

35	27
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Student enrollment at schools

82,522	195,580
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■ 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:



FITNESSGRAM®



GENYOUth®
CREATING HEALTHIER SCHOOL COMMUNITIES™

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

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