

NFL FLAG-In-School

Chicago Bears 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 \$440:

- Equipment: To replace outdated or non-existing equipment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

Thompson, Middle School IL



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

"Students engage in Flag Football for the purpose of getting 60 minutes a day of physical activity. Students play each and every day before and after school, most times self directed. Students also participate within an interscholastic league in which we are in the city championship set to be played before Thanksgiving break at a Stadium on the north side of Chicago. Go Rockets!"



Chicago Bears Market

75-mile radius from stadium

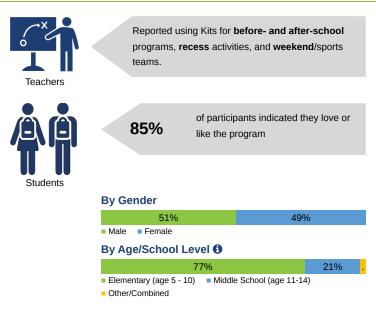
\$469,825 in kits given to

754 schools, reaching

352,626 students



PROGRAM PARTICIPATION



IN-MARKET REACH & POTENTIAL



All Schools in Market
754

Schools with 20%+ Hispanic population

2,291

506

Student enrollment at schools

352.626

815.319

352,626 81

Awarded Kits
Potential Reach

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

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





FITNESSGRAM®







Last data update: **10/07/2025**