



NFL FLAG-In-School

Dallas Cowboys 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- Equipment: To replace outdated or non-existing equipment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 progress of our kindergarten students to our 2nd grade students is a success story for our P.E. program as well as for our students who are now playing flag football in youth leagues around the city. I enjoy seeing the progress and dedication for the sport of current and ex students. I wish every school in America had the use of an NFL FLAG In School Kit so their students can experience the fun game of flag football."



Dallas Cowboys Market

75-mile radius from stadium

\$584,075 in kits given to

471 schools, reaching

278,730 students



PROGRAM PARTICIPATION



Teachers

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



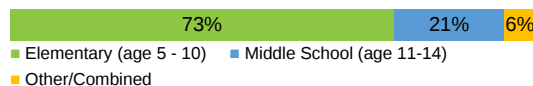
Students

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

471	1,782
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Schools with 20%+ Hispanic population

333	1,077
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Student enrollment at schools

278,730	891,163
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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®

