

# NFL FLAG-In-School

**Detroit Lions 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!

### Drummond Island Elementary, MI



#### 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- Equipment: To replace outdated or non-existing equipment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 <u>FIS drills</u>

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

"We have been so excited to use our Flag Football kit since we got it. Our Fuel Up to Play 60 kids have organized the students in our school and got them excited about playing Flag Football at recess and also during gym time. We love that it comes with a curriculum guide and the students have used this as well as the teachers to make it impactful for the school day."



## **Detroit Lions Market**

75-mile radius from stadium



**414** schools, reaching



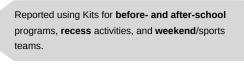
193,456 students

**IN-MARKET REACH & POTENTIAL** 

#### PROGRAM PARTICIPATION



Students



85%

of participants indicated they love or like the program

49%

50%



By Gender 51%

Male Female

By Age/School Level 1

- 46%
- Elementary (age 5 10) Middle School (age 11-14)
- Other/Combined





**FITNESS**GRAM®

Key partners include:

**PLAY:60** GENYOUth is a registered 501(c)(3) Non-Pro

NFL

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NATIONAL PARTNERSHIPS

3,729

kits delivered to

organizations for youth enrichment programs

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JS.

Special

. Olympics