



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!**

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- Equipment: To replace outdated or non-existing equipment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](#)

Drummond Island Elementary, MI



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

\$203,720 in kits given to

414 schools, reaching

193,456 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



Schools with 20%+ Hispanic population



Student enrollment at schools



■ 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®



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

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