



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- Equipment: To replace outdated or non-existing equipment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



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 use this as a unit in all activity courses plus use it for our sports teams for team competition and bonding times. The students love playing flag football."



Detroit Lions Market

75-mile radius from stadium

\$131,970 in kits given to

273 schools, reaching

114,172 students



PROGRAM PARTICIPATION



Teachers

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



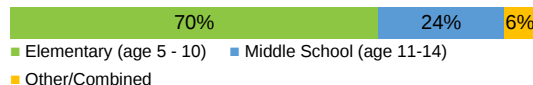
Students

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

273 / 1,534

Schools with 20%+ Hispanic population

36 / 36

Student enrollment at schools

114,172 / 590,754

■ 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®