

NFL FLAG-In-School

Green Bay Packers 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!







Green Bay Packers Market

75-mile radius from stadium

\$131,990 in kits given to



66,020 students

177 schools, reaching

PROGRAM PARTICIPATION IN-MARKET REACH & POTENTIAL All Schools in Market Reported using Kits for before- and after-school 177 364 programs, recess activities, and weekend/sports Schools with 20%+ Hispanic population teams. 34 22 Schools Student enrollment at schools of participants indicated they love or 66,020 89,014 85% like the program Awarded Kits Potential Reach To learn how you can help to grow the NFL FLAG-In-School program, please contact GENYOUth directly at Students Lauren.Izzo@GENYOUthNow.org or 224-251-0216. By Gender 52% 48% Male Female NATIONAL PARTNERSHIPS Key partners include: By Age/School Level 1 3,729 65% 32% Elementary (age 5 - 10) Middle School (age 11-14) **Special** kits delivered to . Olympics Other/Combined organizations for youth enrichment programs **FITNESS**GRAM[®] Last data update: PLaY:60 05/15/2025

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- · Equipment: To replace outdated or non-existing equipment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

"Students used recess time as an opportunity to use the skills learned in PE class