



# NFL FLAG-In-School

New York Giants 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- Equipment: To replace outdated or non-existing equipment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 School Kit allowed for an expansion of flag football outside of just the PE class. Students had opportunities to enjoy the flag football experience during recess, and during the after school programs. This led to increased interest in the sport and played by those who would normally not consider football a desirable."



## New York Giants Market

75-mile radius from stadium

**\$282,315** in kits given to

**493** schools, reaching

**253,817** students



### PROGRAM PARTICIPATION



Teachers

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



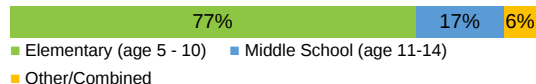
Students

**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

493	2,372
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#### Schools with 20%+ Hispanic population

362	837
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#### Student enrollment at schools

253,817	888,949
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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](mailto:Lauren.Izzo@GENYOUthNow.org) or 224-251-0216.

### NATIONAL PARTNERSHIPS

**3,729**

kits delivered to organizations for youth enrichment programs

Key partners include:



**FITNESSGRAM®**