



# NFL FLAG-In-School

New York Jets 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- Equipment: To replace outdated or non-existing equipment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

"Loved the kit. Loved introducing kids to the sport. Kids were excited to try something new and i can see this growing in our community."



## New York Jets Market

75-mile radius from stadium

**\$145,145** in kits given to

**276** schools, reaching

**151,545** students



### PROGRAM PARTICIPATION



Teachers

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



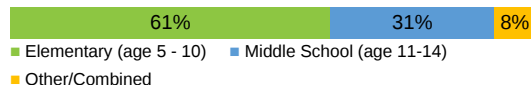
Students

**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

276 / 1,520

#### Schools with 20%+ Hispanic population

193 / 616

#### Student enrollment at schools

151,545 / 678,142

■ 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®**