

NFL FLAG-In-School

Philadelphia Eagles 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 \$440:

- Equipment: To replace outdated or non-existing equipment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

Our Lady of Calvary, PA



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

"Our school received the NFL FLAG Football kit this year. We divided our students into 12 teams. Each team is being coached by a teacher or faculty member of our school. The students play after school on Wednesdays and Thursdays. At this time, our teams are participating in a double elimination tournament. This has created an exciting, enthusiastic, and competitive atmosphere at our school."



Philadelphia Eagles Market

75-mile radius from stadium

\$367,220 in kits given to

659 schools, reaching

362,392 students

IN-MARKET REACH & POTENTIAL



PROGRAM PARTICIPATION



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



of participants indicated they love or like the program

By Gender

51% 49%

Male Female

By Age/School Level 1

Elementary (age 5 - 10) Middle School (age 11-14)

Other/Combined

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Schools

All Schools in Market

2,882

Schools with 20%+ Hispanic population

325

Student enrollment at schools

362,392 1,194,054

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®







