NFL FLAG-In-School

Seattle Seahawks 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- Equipment: To replace outdated or non-existing equipment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

"For the 3rd time in the past 5 years we won our district MS Flag Football Championship as the smallest participating school. The NFL Flag-In-School Kit is essential for our program and allows us to continue Flag Football in P.E. classes and as a school club."

Seattle Seahawks Market

75-mile radius from stadium

$158,445 in kits given to
273 schools, reaching
126,418 students

PROGRAM PARTICIPATION

Teachers

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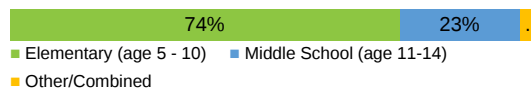
Students

85% of participants indicated they love or like the program

By Gender

52%	48%

- Male
- Female

By Age/School Level ⓘ

74%	23%	.

- Elementary (age 5 - 10)
- Middle School (age 11-14)
- Other/Combined

IN-MARKET REACH & POTENTIAL

Schools

All Schools in Market

273	981

Schools with 20%+ Hispanic population

122	280

Student enrollment at schools

126,418	390,074

- 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:

BOYS & GIRLS CLUBS OF AMERICA • Special Olympics • FITNESSGRAM®