

# **Trends in Youth Sports Available**

projectplay.org - Nearly four years removed from the start of the COVID-19 pandemic, children are playing team sports less...





## **Report: October Promos Did** Little to Boost Retail Sales as **Consumers Focus on Value**

sgbonline.com - U.S. retail sales revenue, including discretionary general merchandise and...





### Save the Date: Team Sports **Conference - April 15-16,** 2024

sfia.org - Hosted along with NFHS and the NCAA, this conference will bring together key organizations and governing...

#### **Register Here**



## NRF Economist: Holiday Sales Will Have a 'Whole New Set of **Dynamics'**

sgbonline.com - Every retail holiday season since the pandemic has been unique, which is the case again this year ...

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### **NWSL Championship Game** Pulls in 817k Viewers on CBS

sportspromedia.com - NJ/NY Gotham FC's 2-1 win over OL Reign in the 2023 NWSL...





### **EXEC: Study Finds Team Sports Participation Trails Pre-Pandemic Level**

sgbonline.org - According to the Aspen Institute's recently released State of Play 2023...

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Tennis Channel, Carvana **Professional Pickleball Association** Launch Television Network **Dedicated to Pickleball** 

tennis.com - Pickleballtv (PBTV) to carry top live tour and team events, player features...





**NIKE Announces Leadership** Changes to Accelerate the Future of Sport

businesswire.com - Nike announced leadership changes today that will continue to build ...





**AVP Announces Professional** 



**NBA In-Season Tournament Gains Viewers in Second Week** 

### **Beach Volleyball League**

businesswire.com - Beginning in September 2024, shortly after the 2024 Summer Olympics, the

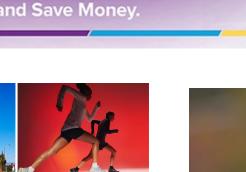
frontofficesports.com - Friday's 122-119 victory for the Los Angeles Lakers over the Phoenix...



# Active&Fit

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SFIA Member Company Benefit One Membership. Thousands of Ways to Stay Active and Save Money.





footwearnews.com - The running market continues to be the hot spot in athletic footwear...





**Ruling Grants Oregon State,** Washington State Full Control of Pac-12

espn.com - A state judge in Washington granted Oregon State and Washington State sole ...



# **ESPN Off to Best Monday Night Football Start Ever**

frontofficesports.com - ESPN reaches record 101M viewers through the midpoint of the...







With Emma Hayes' Record-**Breaking Salary, U.S. Soccer** Puts its Money Where its Mouth is

sports.yahoo.com - U.S. Soccer confirmed Tuesday that Emma Hayes, the longtime boss at...





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# STATE OF PICKLEBALL **PARTICIPATION &** INFRASTRUCTURE REPORT



### **How Personal Trainers Should Use AI Tools Like ChatGPT**

athletechnews.com - Personal trainers can use artificial intelligence to streamline...





### **NRF and CNBC Develop New Retail Monitor; Report October Trends**

espn.com - The National Retail Federation and CNBC have launched their new monthly...





Netflix Reportedly Interested in **NBA In-Season Tournament Rights** 

frontofficesports.com - Netflix makes its live sports debut Tuesday night in Las Vegas, and...







**Everything to Know About the** NWSL's US\$240m TV Deal and What it Means For Women's Soccer

sportspromedia.com - CBS, ESPN, Amazon and Scripps have secured rights to the NWSL for ...



