



The Latest from SFIA

February 6, 2024



REGISTER TODAY: Agenda & Sessions Announced for April 2024 Event!

sfia.org - Sessions for the April 15-16 Team Sports Conference in Indianapolis, hosted by SFIA, NFHS, and NCAA are confirmed...

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Database Giving SFIA Members Early Access to Grants Info - Learn More!

sfia.org - SFIA has partnered with Curate to provide an "early-access" advantage and unlock new business opportunities for...

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Women's Sports Foundation Leadership, Athletes and Advocates Gather in Washington D.C. to Celebrate the 37th Annual National Girls & Women in Sports Day®

womenssportsfoundation.org - Gathering in the nation's capital, the Women's Sports Foundation is uniting champion athletes...

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How Years of Research Have Evolved IDA's Soccer Cleats Made Specifically for Women

theathletic.com - When IDA Sports co-founder Laura Youngson spoke to The Athletic in 2020, she said their next step...

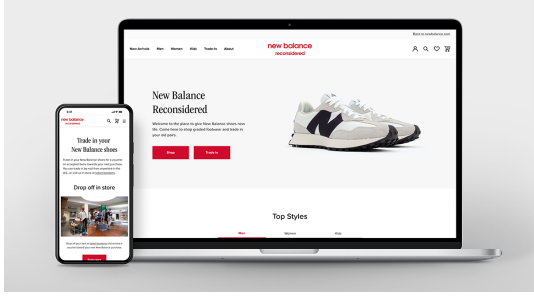
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Wilson Announces Plan to Sell First-Ever 3D-Printed Basketball

prnewswire.com - Wilson Sporting Goods Co. today announces the release of the...

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New Balance Wants to 'Help Extend Product Life' and 'Keep More Sneakers Out of Landfills' Via New Resale Platform

footwearnews.com - New Balance is the latest footwear brand to get into the resale game...

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SBRnet Acquired by Neil Schwartz

sbrnet.com - Neil Schwartz, Industry Marketing Research Veteran, acquires SBRnet, a...

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Adidas x Bape To Drop Latest 30th Anniversary Stan Smith Sneakers

sgbonline.com - Following the release last November, Adidas Originals and Bape continue...

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Female Athletes Can be 'More Impactful' in Some Cases than Male Sports Stars, Says The Players Fund Founder

sportspromedia.com - Athlete-led venture capital firm aiming to educate and prepare next...

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Caitlin Clark Mania Continues As Iowa-Maryland Draws Record Ratings

frontofficesports.com - Fox reported Saturday's game between Clark's Hawkeyes and...

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NBA Looks Into Using Next-Gen Apple Camera for Vision Pro

sportico.com - NBA commissioner Adam Silver and Apple CEO Tim Cook met on...

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Eagles to Play in NFL's First Game in Brazil to Kick Off '24

espn.com - The Philadelphia Eagles will play host to the NFL's first regular-season game in...

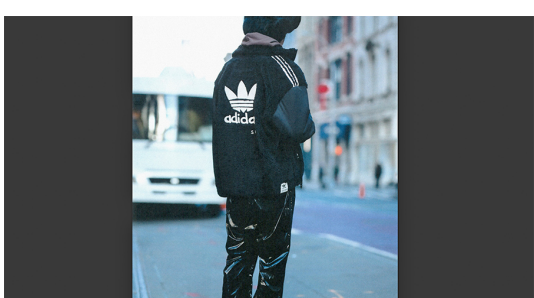
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Labor Market and Interest Rates Will Play Major Roles in 2024

sgbonline.com - According to recent comments from National Retail Federation Chief...

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Adidas x Song for the Mute Drop Third Collaboration

sgbonline.com - Adidas Originals revisited its Country OG silhouette in the third...

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LOVB and Tonal Enter Into Game-Changing Partnership to Introduce Volleyball-Specific Workouts to the Public

businesswire.com - As the first league partnership for Tonal, all new program will feature...

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Saudi Arabia to Host Its First Women's Soccer Championship

sportspromedia.com - Saudi Arabia has been announced as the host of the 2024 West Asian...

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Sports Team & Clubs Market Currently Valued at Approximately \$127 Billion as Further Growth Expected

prnewswire.com - Experts say that the global Sports Team and Clubs Market will continue to...

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ESPN, Fox, and Warner Brothers Discovery Team Up for Sports Streaming Service

frontofficesports.com - A day before Disney and Fox were both set to report earnings, the...

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