



The Latest from SFIA

March 13, 2024



2024 SFIA Research Report: Topline Participation Data Now Available!

sfia.org - SFIA has released the 2024 Topline Participation Report, the industry's essential reference document for sports participation...

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Speakers & Sessions Set for Team Sports Event Next Month - Register Today!

sfia.org - We are just about one month away from the April 15-16 Team Sports Conference in Indianapolis, hosted by SFIA...

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Topline Participation Deep-Dive Research Webinar Recording Available for Members!

sfia.org - Did you miss our Sports & Fitness Participation Webinar? Members have access to the Content Library, available...

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sfia.org - SFIA and our partner, Curate, gives you an "early-access" advantage with access to a groundbreaking database...

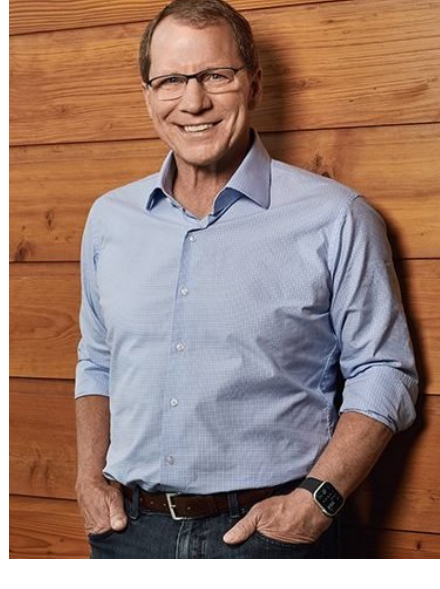
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Baseball Participation in U.S. at Highest Recorded Level Since '08

mlb.com - According to SFIA's Topline Participation Report for 2023, Baseball participation is...

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Brooks Appoints Dan Sheridan Next CEO as Jim Weber Plans Departure

sgbonline.com - Jim Weber will step down as CEO of Brooks Running Company this spring...

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MLB, Franklin Sports Extend Partnership into 40th Year

mlb.com - Franklin Sports, a leading manufacturer in the sporting goods industry, and...

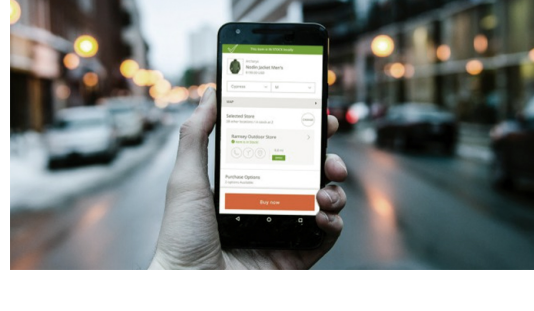
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Licensing in Play as Sports Participation Increases

licensinginternational.org - As the number of Americans playing sports continues to rise, so too...

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Locally Closes Series A Round of Financing to Fuel Growth

sgbonline.com - Locally announced it secured a growth equity investment led by Corbel...

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Diamond Kinetics Accelerates Innovation in Youth Sports Technology With Acquisition of SidelineHD

prnewswire.com - Diamond Kinetics, the sports technology company transforming youth...

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Women's Basketball Conference Tourneys Set Attendance, TV Marks

frontofficesports.com - Last weekend's women's conference tournaments provided some of...

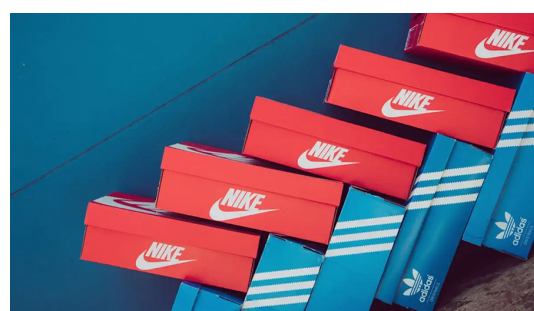
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What the Sponsorship Data Reveals About The NWSL's Burgeoning Business

sportspromedia.com - The National Women's Soccer League begins its 12th season...

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EXEC: Early Footwear Manufacturing Reports Reveal Positive YTD Trend

sgbonline.com - Yue Yuen Industrial (Holdings) Limited, one of the largest manufacturers of...

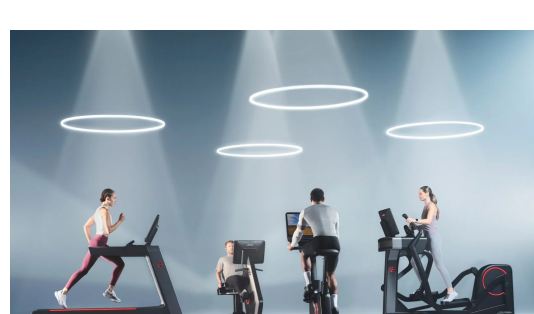
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IHRSA Rebrands to Health & Fitness Association, Marking New Era

athletechnews.com - The new name, announced at IHRSA's annual trade show in Los Angeles...

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IHRSA 2024: Cardio Still Top of Mind for Fitness Equipment Leaders

athletechnews.com - Top equipment brands look to reenergize cardio by blending...

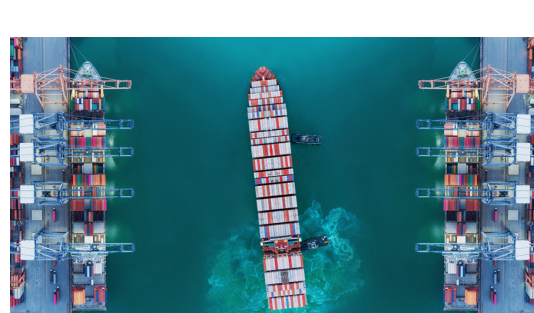
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CNBC/NRF: February Retail Sales Continued Growth Trend, Boosted by Leap Day

sgbonline.com - According to the CNBC/NRF Retail Monitor for February, retail sales continued...

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NRF Reports Import Cargo Returning to Normal After Red Sea Disruptions

sgbonline.com - With the world's supply chain adjusting to the ongoing Houthis rebel attacks on...

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Congress is Finally Talking About College Athlete Employment Status

frontofficesports.com - After 11 congressional hearings, federal lawmakers appear to have finally...

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WTA Foundation and Gates Foundation Launch New Campaign - Women Change the Game - to Urge Action on Women's Health and Nutrition

globalnewswire.com - Today, on International Women's Day, the WTA Foundation and the Bill and...

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Shaping the Future: The Evolution of Fitness Franchises in 2024

athletechnews.com - The fitness franchise industry is growing fast, with high interest...

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