



# The Latest from SFIA

May 8, 2024



### 3 WEEKS AWAY: New York Super Regional- State of the Industry - Register Today!

sfia.org - The New York Super Regional will premiere the highly anticipated 2024 State of the Industry Report, with in-depth...

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### NEW SFIA RESEARCH: 2024 Manufacturers' Sales by Category Report Now Available!

sfia.org - SFIA has released the 2024 Manufacturers' Sales by Category Report! The report tracks U.S. wholesale revenues...

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### White House Pushes Americans to Get Active in May for Better Health

sfia.org - On May 1, President Biden announced May is Physical Fitness and Sports Month and highlighted the cost and access...

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### Report: Sporting Goods Manufacturers' Sales Grew by 4.2 Percent in 2023

athleticbusiness.com - Product sales in the sporting goods, fitness and related recreation markets grew 4.2 percent last...

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### SFIA MEMBER BENEFIT: Exclusive Discounts on Top Brands!

sfia.org - SFIA member company employees can access the members-only shopping platform...

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### SFIA Members Invited to Apply As Mentors for Excelsator Program!

sfia.org - SFIA is excited to present our members with the opportunity to serve as a mentor...

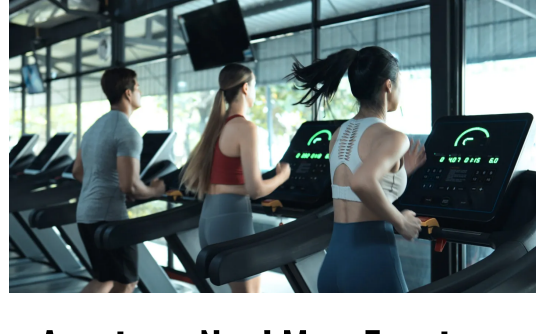
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### NCAA Outlines Efforts to Support Student-Athlete Mental Health

athleticbusiness.com - The NCAA continued its commitment to advancing mental health for...

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### Americans Need More Exercise - and Should Be Able to Tap FSA and HSA Funds to Pay for Gyms, Studios, and Sports Leagues

fortune.com - Exercise matters. In the battle against America's rising tide of overweight and...

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### Rapsodo Announces Preorder Availability for Newest Baseball Flight Monitor PRO 2.0

globalnewswire.com - In the pursuit of advancing the way sports are played across the...

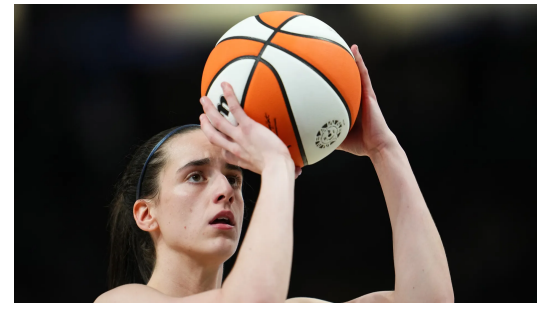
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### Garmin Sees 40% Increase in Fitness Revenue as Wearables Boom

athletechnews.com - Earlier this year, Garmin released its 2023 Fitness Report, showing that...

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### WNBA Ticket Sales Soar as Interest Grows in Caitlin Clark, Aces

axios.com - Driven in part by the star power of newly-drafted Indiana Fever guard Caitlin Clark...

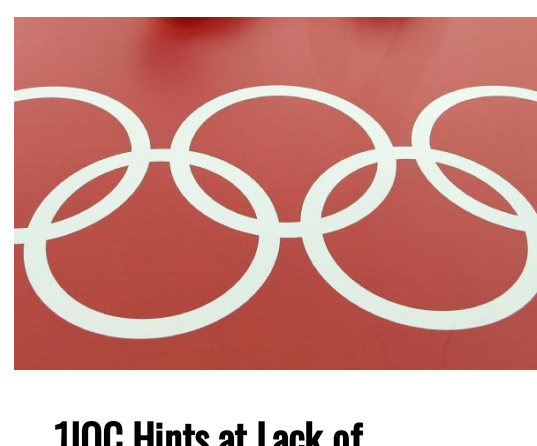
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### First Quarter Results Show Economy is Slowing but "Remains Resilient"

sgbonline.com - Economic growth slowed during the first three months of the year, but...

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### 11OC Hints at Lack of Solidarity in Athletics Prize Money Decision

espn.com - International Olympic Committee president Thomas Bach has suggested that instead...

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### Kentucky Derby Roars Back With Big TV Numbers, Inks NBC Extension

frontofficesports.com - A year after horse racing's biggest event was enveloped in a health...

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### WNBA Announces Plans for League-Wide Charter Flights

theist.com - The most highly anticipated WNBA season ever doesn't begin for another six...

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### MLB, Roku in Advanced Talks to Take Over Stream for Peacock's Sunday Baseball

bleacherreport.com - Sunday morning Major League Baseball games could be aired on a new...

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### Wheaties™ Celebrates Sports and Equality Champion Billie Jean King on the Iconic Orange Box

businesswire.com - Wheaties announced today its latest limited edition box featuring icon...

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### MLB Commissioner Rob Manfred Defends Owner Pleas for Public Funding for Stadiums: Part of 'Quality of Life'

cbssports.com - Manfred also argued that new stadiums are an "economic driver" for cities...

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### Commissioners Grapple with Power Limits Amid Sports Betting Boom

frontofficesports.com - Several pro league commissioners, notably the NBA's Adam Silver...

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### From Fitness Classes to Hiking, Hotels Embrace Wellness Travel

athletechnews.com - As travelers seek experiences that promote their health and well...

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