

The Latest from SFIA

July 2, 2024



APPLICATIONS OPEN: SFIA Start-Up Challenge - 7/20 Deadline!

sfia.org - We're looking for driven entrepreneurs who are changing the landscape of the sports and fitness industry with...

Apply Here



7/18 Navigating PFAS **Regulations Webinar - FREE for** Members!

sfia.org - This webinar will aim to provide a high-level scientific and legal overview of key PFAS laws with a particular focus on CA,...

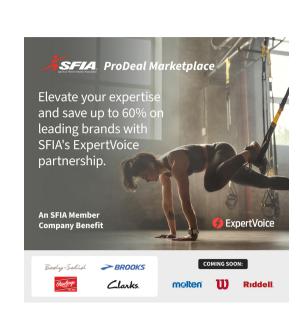
Register Here



REGISTER TODAY: July 24 Chicago Super Regional @ **Wilson Sporting Goods**

sfia.org - Don't Miss SFIA's Chicago Super Regional; less than one month away, co-hosted with Wilson Sporting Goods in...

Register Here



SFIA Member Company Employees: Unlock Exclusive Discounts on Top Brands!

sfia.org - Activate your free membership as an SFIA member company employee and get discounts of up to 60% off...

Read Here

LISTEN NOW!

RECORDING IN CONTENT LIBRARY!

ALUMINUM EXTRUSION TARIFFS: IMPACT ON SPORTS AND FITNESS EQUIPMENT WEBINAR

ACCESS AVAILABLE FOR SFIA MEMBERS



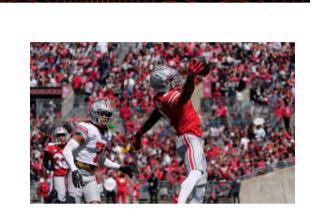
National Football League and

Wilson Sporting Goods

Celebrate Partnership

Extension prnewswire.com - Extension of longstanding partnership will build upon innovative product...

Read Here



As NIL Turns Three, Collectives and Football Still Control the **Industry**

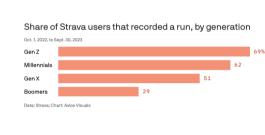
frontofficesports.com - Happy birthday, NIL. College athletes earned the right to monetize...

Read Here



Manufacturing PMI Contracted Again in June

sgbonline.com - Economic activity in the manufacturing sector contracted in June for the...



Gen Z is Outrunning Millennials

axios.com - Running is lapping other sports across fitness trackers, and Gen Z is setting...

Read Here



Joan Breibart, a Pilates Pioneer, on Why the Workout Continues to Grow

athletechnews.com - Joan Breibart happened upon the workout modality decades before it...

Read Here



Rules: Will PE Soon Own **Stakes in Teams?**

sportico.com - The NFL stands

apart from nearly every top-level professional sports league in the...

Read Here



Everything You Need to Know

thegist.com - Blockbuster transfers in college athletics aren't new, but they used to be way...

About the NCAA Transfer

Read Here

Portal



Smith Passes Away sgbonline.com - Jack A. Smith, a member of the Sporting Goods

Hall of Fame and NOVA... **Read Here**



hasn't stopped short in a grocery store aisle, shopping cart wheels...

circana.com - Who among us

Read Here

Angel Reese Breaks Candace Parker WNBA Record in Dramatic Fashion

> has rewritten WNBA history. With a free throw in the final minute...

Read Here

sports.yahoo.com - Angel Reese



sportspromedia.com - The Grousbeck family is selling a majority interest in the NBA's...

Read Here



youthful new era is rapidly emerging at the 147-year-old...

Read Here SFIA.ORG/RESOURCES/SUPERREGIONALS





Sportsmanship Addressed in 2025 Baseball Rules Changes nfhs.org - High school baseball players using non-wood bats will

have greater flexibility in using...

Read Here



nfhs.org - Risk minimization particularly as it relates to lost equipment during play, proper...

Read Here



sgbonline.com - Golf Datatech, recently acquired by Circana, reported that golf rounds played...

Read Here



axios.com - Golfing with llama caddies — who carry your clubs uncomplainingly — is the hottest...

Read Here





