



September 6, 2024

The Latest from SFIA

Member Matters & Research



Todd Smith Named New President & CEO of the SFIA

sfiA.org - The SFIA Board of Directors has appointed Todd Smith as President and CEO of the association, effective Oct 1...

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Oct 1 St. Louis Super Regional @ Rawlings - Registration Open!

sfiA.org - Join us for the St. Louis Super Regional, hosted by SFIA and Rawlings Sporting Goods, which will bring together...

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Up to 60% SFIA Member Benefit Includes Discounts on Top Brands!

sfiA.org - All employees of a member organization can unlock deals of up to 60% on leading sports and fitness brands...

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52 Single Sport Reports Available from Team Sport & Fitness Category + More!

sfiA.org - 52 2024 SFIA Single Sport and Fitness Participation Reports are now available for \$100 per report for SFIA Members and...

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Advocacy & Public Policy



Supply Chain Webinar Recording and Slides Available to Members

sfiA.org - SFIA Members can access the August 1 Supply Chain webinar recording and...

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PFAS Webinar Recording and Slides Available to Members

sfiA.org - SFIA Members can access the July 18 PFAS Regulations webinar recording...

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Current Industry News



Topgolf Callaway Brands Announces Intent to Separate into Independent Companies

prnewswire.com - Topgolf Callaway Brands Corp. today announced that its Board of...

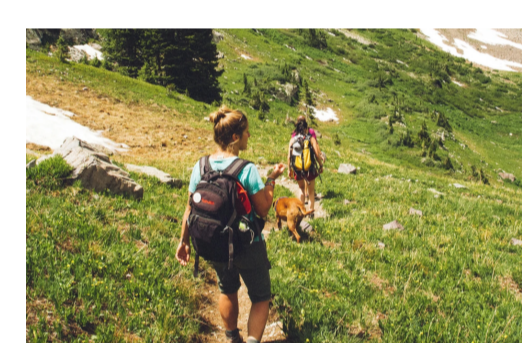
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ESPN to Use Generative AI for NWSL and PLL Game Recaps

sportspromedia.com - ESPN will use generative AI technology to produce text-based recaps for...

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Outdoor Activities Emerge as Key Wellness Trend

athletichnews.com - Nature, wellness and the rediscovery of play could be defining trends of...

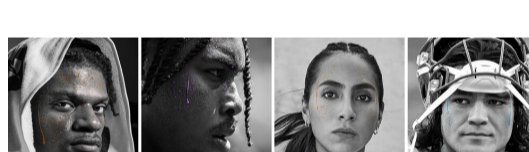
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ATP-WTA Merger Could Be Finalized in First Half of 2025

frontofficesports.com - The major professional tours for men's and women's tennis are...

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Gatorade Ushers in a New Age of Football by Expanding its Roster with Emerging NFL Talent and First Female Flag Football Athlete

prnewswire.com - As the NFL kicks off another monumental year, Gatorade is continuing to...

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Women Athletes Aren't Earning Enough, Even as Fan Interest Surges

axios.com - Two recent deals highlight the contrast between the wave of interest in professional...

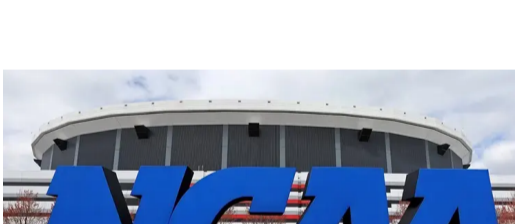
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Report: Textile Mills Lead List of Declining Manufacturing Operations in August

sgbonline.com - A recently released report from Timothy R. Fiore, CPSM, C.P.M., chair of...

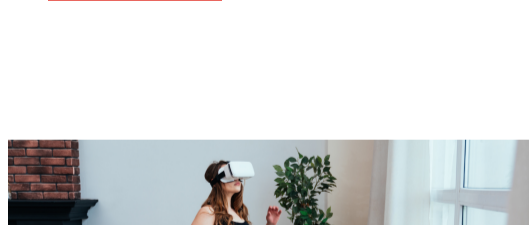
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Federal Judge Won't Approve House v. NCAA Settlement Without Changes

thegistsports.com - Judge Claudia Wilken held a preliminary hearing yesterday to consider...

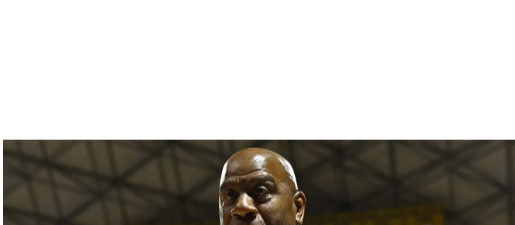
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VR Games That Sense Emotions May Boost Fitness Participation

athletichnews.com - Study finds that adaptive VR exergames, which track emotional responses...

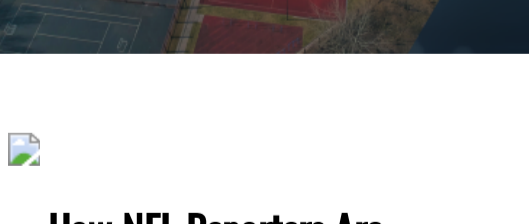
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Magic Johnson Invests in NWSL's Washington Spirit

sportico.com - NBA legend Earvin "Magic" Johnson bought a stake in the NWSL's Washington...

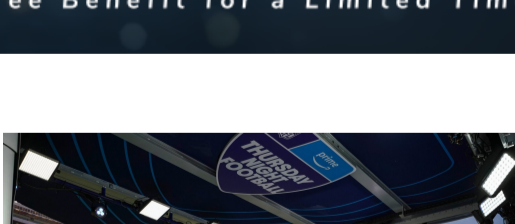
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How NFL Reporters Are Working Around Brazil's Ban on X

washingtonpost.com - Journalists covering the Eagles-Packers game in Brazil — the...

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Amazon Nears Game-Changing Deal to Stream Bally Sports Content

frontofficesports.com - Amazon is poised to complete a long-expected expansion in its...

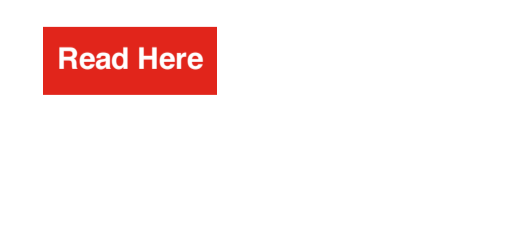
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Sports Leagues Fear Gen-Z Disconnect. Horizon Suggests a Fix

sportico.com - As much as younger Americans in recent years have troubled the sleep of...

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NFHS Highlights Student-Athletes, Coaches' Offseason Education Efforts

athleticbusiness.com - Getting Ready for the season is taking on a new meaning in high school...

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