



January 29, 2025

The Latest from SFIA

Member Matters, Advocacy & Research



THIS FRIDAY 1/31 Deadline: Provide Industry Insights in the 2025 SOTI Survey!

sfia.org - In just 10 minutes, your input will provide valuable information and feedback to help SFIA with our industry analysis...

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INTRODUCING... SFIA's "NEW" Virtual Event Series, Sideline Sessions!

sfia.org - SFIA is excited to bring you a "NEW" bi-monthly virtual series that will cover a wide variety of pressing topics in the...

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SFIA/WFSGI Members-Only Webinar: Review Domestic and Global Priorities -- 2/20

sfia.org - Hosted by SFIA and WFSGI, the webinar will feature U.S. and global policy experts sharing their insights into the...

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Team Sports Conference: Session Topics Announced for 3/31-4/1 2025 Event

sfia.org - The Team Sports Conference will bring together key organizations and governing bodies for an event to better...

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Current Industry News



Muscle Strength & Fitness Linked to Reduction in Cancer Deaths

athletechnews.com - New research highlights the potential of exercise as medicine, showing...

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Bain & Co. Releases 2025 Retail Forecast, Outlines Key Initiatives for Retailers

sgbonline.com - The 2024 retail fiscal year has yet to close; however, Bain & Company has...

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American Football Coaches Association Taps Federal Lobbyists

frontofficesports.com - The AFCA has hired two different federal lobbying organizations...

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Report: Fiscal December Retail Sales Grew 9 Percent on Cyber Week Shift

sgbonline.com - Circana is reporting that the U.S. consumer showed up for holiday shopping...

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Super Bowl LIX: Chiefs vs. Eagles by the Numbers

sportico.com - On the field, the Kansas City Chiefs are the current standard for NFL franchises...

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De Minimis Limits Started by Biden Likely to Move Forward Under Trump

sginews.com - It appears de minimis reform will have a smooth handoff between the outgoing...

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Austin Krajicek Joins Alphabeats in New Performance Collective

athletechnews.com - The Olympic silver medalist has been named the founding member of...

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Rapsodo Partners with MLB All-Star Jeff McNeil

globenewswire.com - Rapsodo, the company known for giving athletes the tools they need to...

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Chiefs, Bills Set AFC Title Game Record With 57.4M Viewers

sportico.com - After conspiring to deliver the biggest regular-season ratings for a Sunday NFL...

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PWHL's Sophomore Year Booms in Canada, Has Room to Grow in U.S.

frontofficesports.com - Last winter, the PWHL charted a new course for women's hockey. In...

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More Golfers Are Trading Fairways for Simulators: What It Means

frontofficesports.com - In 2024, total golf participation in the U.S. rose 5% over 2023 to a record...

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MLS Doubles First-Team Presence in U.S. Open Cup to 16 Clubs

espn.com - MLS announced the guidelines for their 30 teams that will take part in four North...

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Speedo Launches New & Improved #1 Training & Racing Goggle, The Vanquisher 3.0

prnewswire.com - Global swimwear brand, Speedo, has today announced a fresh take on...

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Rays Stadium Deal in Trouble: Owner Raises Concerns Over Funding Delays

frontofficesports.com - Where is a seemingly final stadium deal still not a finished deal? At least...

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Lakers Legend Kobe Bryant: Remembers Kobe Bryant

espn.com - Los Angeles Lakers legend Kobe Bryant died Jan. 26, 2020 at age 41. Bryant and his...

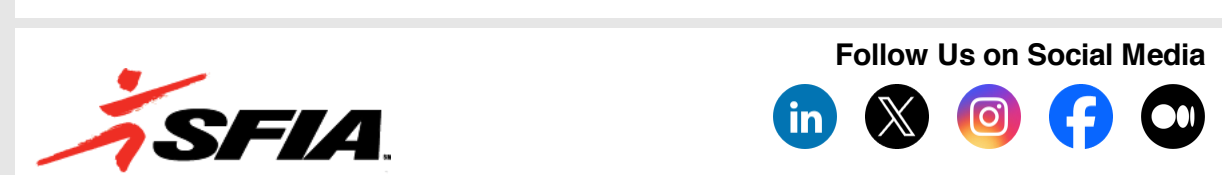
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Denver NWSL Investors Likely to Include Coors Family, Ariel

sportico.com - Ariel Investments, Molly and David Coors, and the Colorado-based Borgen family...

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