



January 8, 2025

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sfiaweb.org - The 2024 Tracking the Fitness Movement Report is now available for download, FREE...

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sfiaweb.org - The 2024 State of Pickleball: Participation & Infrastructure Report is now...

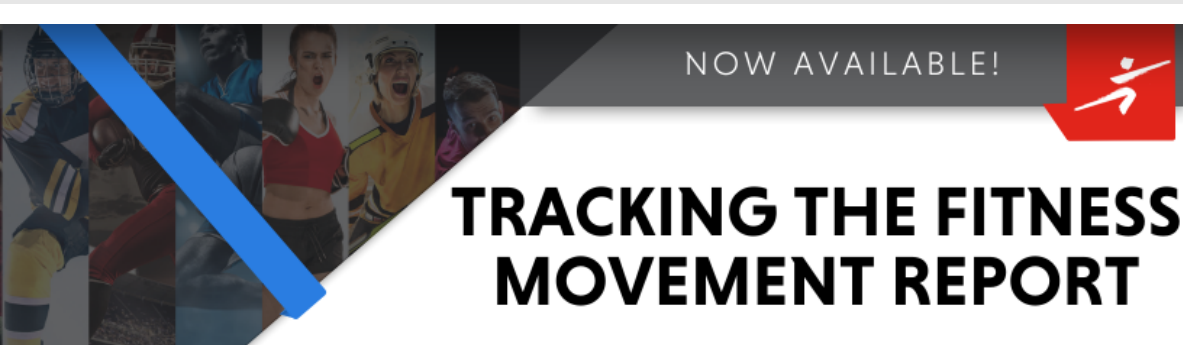
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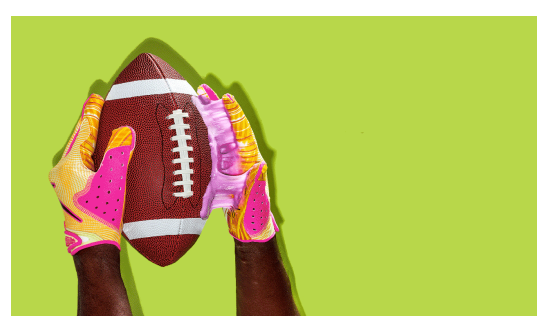
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Current Industry News



How Sticky Gloves Make the Difference for NFL Receivers

espn.com - Detroit Lions receiver Lions receiver Kalif Raymond remembers the mantra he says...

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SGB 2025 Look Ahead with Trade Association Leaders

sgbonline.com - Trade associations representing the active lifestyle space shared their...

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The Big Sports Events and Moments to Watch in 2025

thegistsports.com - That's right, it's time to stop writing 2024 on your checks and papers — the...

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Jimmy Carter's Significant Impact on Sports and the Law

sportico.com - Former President Jimmy Carter, who died Sunday at the age of 100, played an...

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The Fitness & Wellness Trends To Watch in 2025

athletechnews.com - The global wellness market is projected to grow to nearly \$9 trillion in 2028...

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Holiday Retail Return Rate Jumps 28% as U.S. Sales Reach \$282B

sgbonline.com - Salesforce is reporting that the data in its system shows that holiday retail...

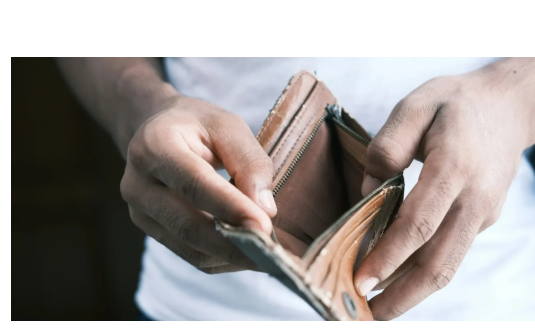
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The Biggest Changes to College Sports Are Coming in 2025

frontofficesports.com - From revenue-sharing to athlete employee status, here's how the...

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Affordability Challenges Loom Over Americans' Fitness Ambitions

athletechnews.com - More than 60% of goal-setting Americans plan to prioritize their health and...

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Report: 2024 Holiday Online Spending Sets New Record; Sporting Goods Up Big

sgbonline.com - Consumers reportedly spent \$241.4 billion online from 11/1 to 12/31, 2024...

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NFL, Netflix Break Streaming Records with Christmas Day Double-Header

axios.com - NFL's Christmas Day double-header games were the most-streamed NFL games in...

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Fanatics Launches Taylor Swift Designer's Sports Fashion Brand

sportico.com - Fanatics is bringing Kristin Juszczak and entrepreneur Emma Grede...

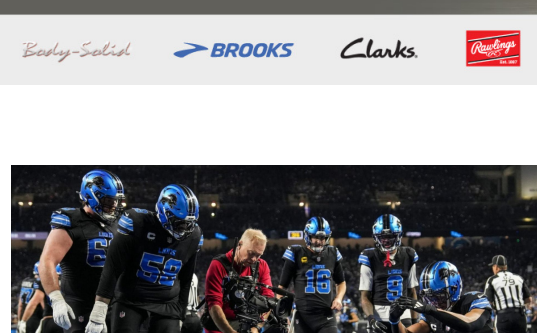
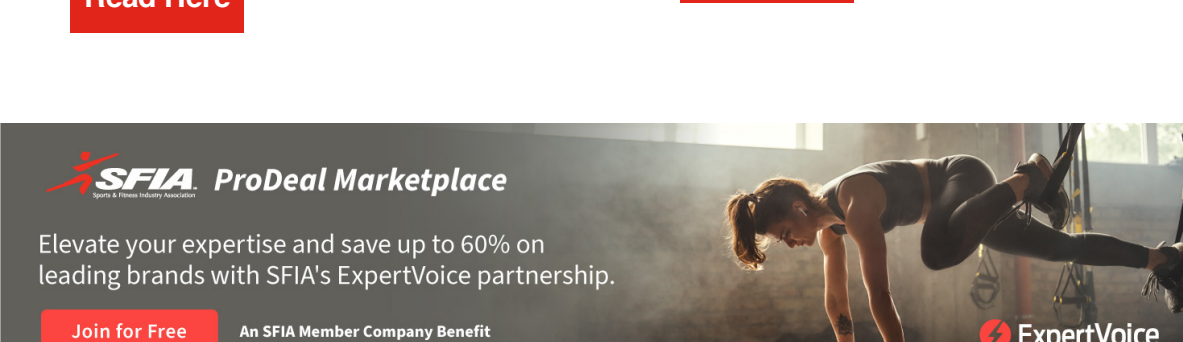
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Beauty Brands Continue to Partner With Women's Sports Leagues and Athletes

thegistsports.com - On Friday, Unrivaled debuted an innovative multiyear partnership with...

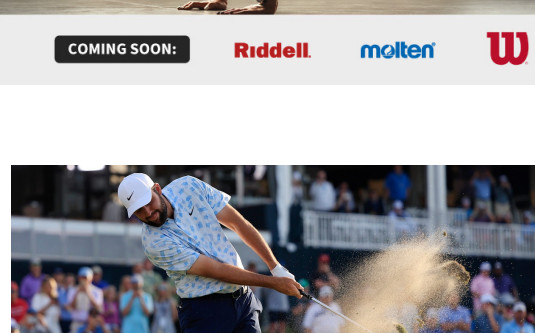
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NFL TV Ratings: NBC Draws Huge Audience for Vikings-Lions Blowout

frontofficesports.com - The 2024 NFL regular season started in historic fashion for NBC...

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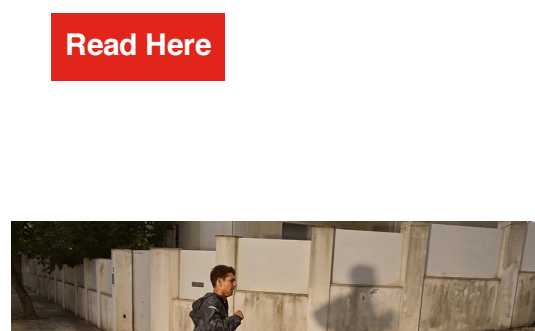
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Denver Group Secures NWSL Team at Record \$110M Expansion Fee

sportico.com - Denver has secured the NWSL's 16th franchise at an expansion fee...

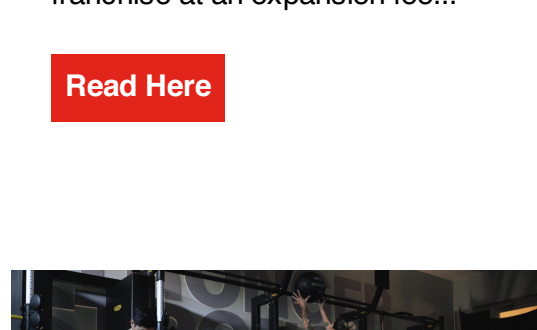
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EXEC: SGB 2025 Look Ahead with Active Lifestyle Market Leaders

sgbonline.com - Leaders in the athletic lifestyle space expressed cautious optimism about 2025...

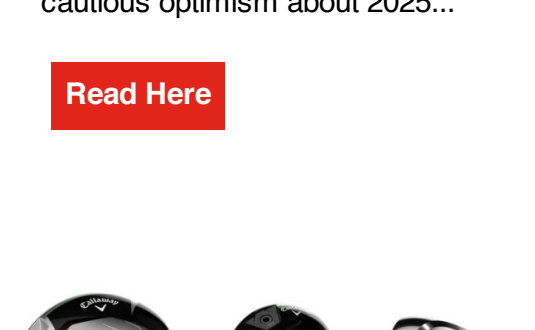
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TechnoGym is Fueling the Great Comeback of Strength Training

athletechnews.com - After the golden age of bodybuilding in the 1980s, strength training has...

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Callaway Golf Announces New Elyte Family of Woods and Irons

prnewswire.com - Today Callaway Golf, one of the industry's leaders in equipment...

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