



April 10, 2025

The Latest from SFIA

4/10 Tariff Update: SFIA is actively monitoring the tariff situation and providing updates to our members via email as we have them. If you are not receiving our email communications or need additional help and resources, please do not hesitate to reach out to us.

As of today the White House has clarified that China's current tariff rate is at least 145%. [Click here to read the Executive Order](#) about yesterday's reciprocal tariff updates.

If you want to take action, [click here to submit a form](#) that SFIA will send as a letter to your elected representatives on your behalf.

Member Matters, Research, & Advocacy



SFIA 2034WARD Campaign: Kicking Off Landmark Decade of Global Sporting Events in the U.S.

[sfia.org](#) - SFIA's new initiative leverages historic global events to drive growth in sports and fitness participation to build...

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Sens. Ossoff, Young Introduce Bipartisan Bill to Boost Youth Sports Opportunities for Georgia Kids

[sfia.org](#) - This week, Sens. Ossoff and Todd Young introduced the bipartisan Youth Sports Facilities Act to help build and upgrade...

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COMING SOON: 2025 Manufacturers' Sales by Category Report!

[sfia.org](#) - The 2025 Manufacturers' Sales by Category Report will be available soon! The report includes a topline look at wholesale dollar...

[Research Offerings](#)



2025 Team Sports Conference Photos Available!

[sfia.org](#) - Thank you to those who attended the Team Sports Conference! Check out the photos, courtesy of G. Watson images...

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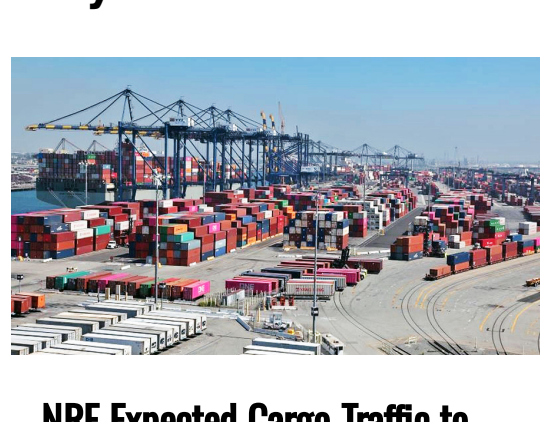
Current Industry News



25% of Americans Have a Fitness Membership, Setting New Record

[athletechnews.com](#) - Memberships at U.S. fitness facilities are up 20% since 2019...

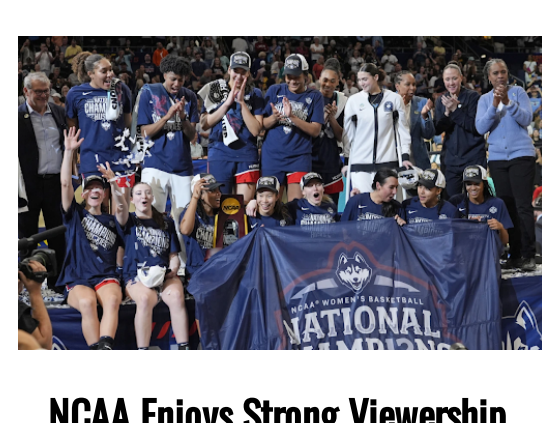
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NRF Expected Cargo Traffic to Drop Dramatically Before Latest Tariff Moves

[sgbonline.com](#) - Feng Tay Enterprises, one of the longest-tenured manufacturers of Nike...

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NCAA Enjoys Strong Viewership for Women's March Madness

[thegistsports.com](#) - While viewership of this year's NCAA women's March Madness did...

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2028 Olympics: Women's Soccer to Have More Teams Than Men's in L.A.

[espn.com](#) - Female athletes will be in the majority at an Olympics for the first time at the 2028...

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NRF Expected Cargo Traffic to Drop Dramatically Before Latest Tariff Moves

[sgbonline.com](#) - Before the latest tariff announcement made its way to Main Street, the NRF...

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March Madness is Doing Fine Without a Cinderella

[thegistsports.com](#) - While viewership of this year's NCAA women's March Madness did...

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Puma SE Promotes Tara McRae to President of North America Unit

[sgbonline.com](#) - The leadership changes continue at Puma as the company has appointed Tara...

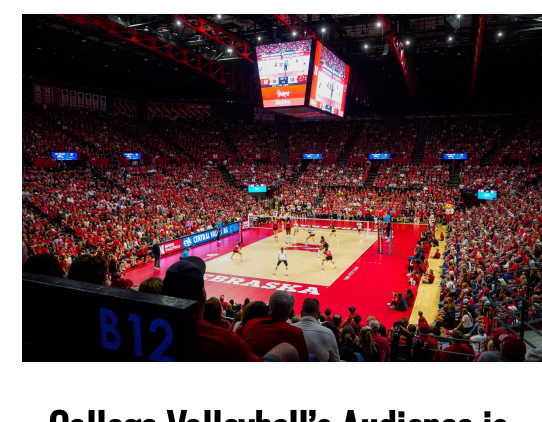
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Technogym Springs Into Pilates With Eco-Conscious Reformer

[athletech.com](#) - From studio to living room, Technogym is targeting a rising generation of...

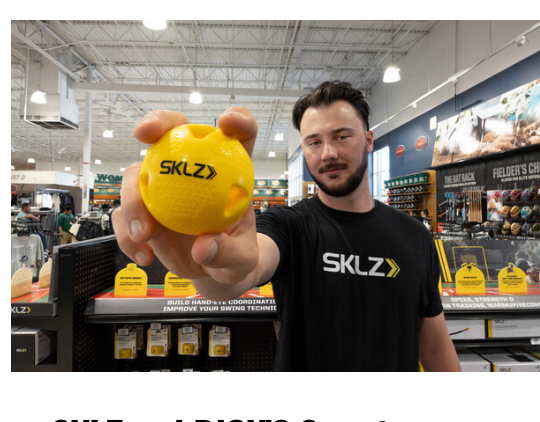
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College Volleyball's Audience is Spiking—and Networks Are Noticing

[frontofficesports.com](#) - Women's college volleyball is rapidly growing in popularity, with major...

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SKLZ and DICK'S Sporting Goods Announce the Ultimate Fan Experience

[prnewswire.com](#) - Customers who purchase SKLZ products from DICK'S Sporting Goods will...

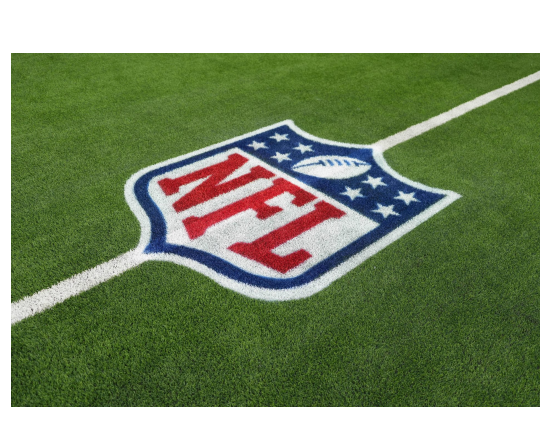
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House v. NCAA Settlement Approval in Sight, but Judge Wants Tweaks

[sportico.com](#) - During a high-stakes courtroom hearing on Monday, U.S. District Judge...

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NFL Schedule Set to Drop in May—with Major Changes in Store

[frontofficesports.com](#) - The release of the NFL schedule is something of a national holiday...

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More Than 2,000 Men's Basketball Players Have Entered Transfer Portal

[frontofficesports.com](#) - About 35% of the NCAA Division I men's basketball players have entered...

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In 2025, Strength Training is the Ultimate Member Engagement Tool

[athletechnews.com](#) - It's no secret that strength training is booming, but the numbers...

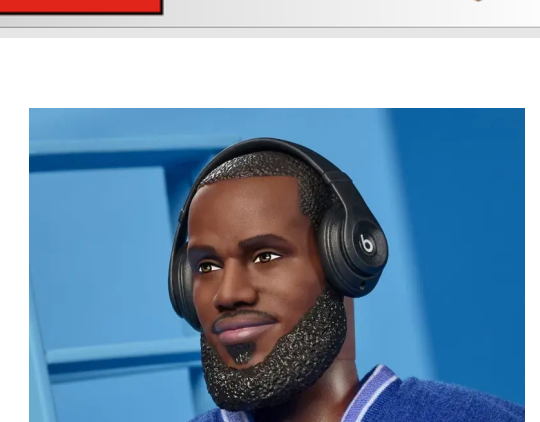
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Sports Illustrated (SI) Announces Inaugural 'SI Women's Games', Slated for Fall of 2025

[businesswire.com](#) - The SI Women's Games will feature all-star competitions across...

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LeBron James Joins Barbie Universe as First Pro Athlete Ken Doll

[nytimes.com](#) - LeBron James is making a fashionable entrance into the world of Barbie. On...

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Report: Affordability and Evolving Traveler Trends Highlight Growth in Camping

[sgbonline.com](#) - Camping has continued to evolve to meet the needs of the influx of new and...

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MLB Hall of Famer Ken Griffey Jr. Working as Photographer at Augusta National

[sports.yahoo.com](#) - Fans go to the Masters expecting to see plenty of celebrities on the...

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