



April 30, 2025

# The Latest from SFIA

## Member Matters, Research, & Advocacy



### SFIA & Good Sports Launch the Restore Play Network to Support Communities in Crisis

**sfia.org** - SFIA and Good Sports are proud to announce the launch of the Restore Play Network – a first-of-its-kind industry initiative...

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### SFIA 2034 *WARD* Campaign Kick-Off Event: May 15 on Capitol Hill - Join Us!

**sfia.org** - Join SFIA, elected leaders, and sports and fitness industry executives for the 2034WARD 5/15 Kick-Off Event...

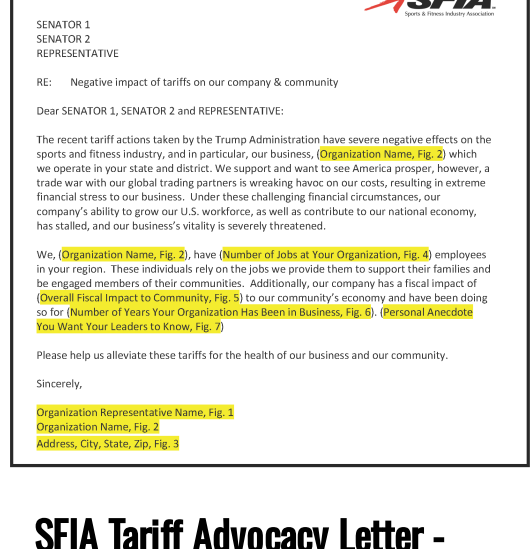
[RSVP Here](#)



### TOMORROW: \*NEW\* 2025 State of the Industry Report!

**sfia.org** - SFIA's 2025 State of the Industry Report is coming soon, providing in-depth analysis of the trends and issues affecting...

[Research Offerings](#)



### SFIA Tariff Advocacy Letter - Take Action; Call on Elected Officials

**sfia.org** - On behalf of your organization, SFIA will send a letter to your local representatives. If you are interested, please fill...

[Take Action Here](#)



## Current Industry News



### Riddell Snaps Up Xenith Assets

**sgbonline.com** - Riddell announced its acquisition of the assets of Detroit-based football...

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### WFSGI Adds New Faces to Board to Replace Outgoing Members

**sgbonline.com** - During uncertain times in the global trade landscape, the 2025 WFSGI...

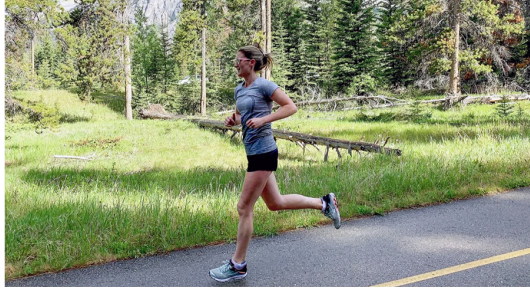
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### Adidas Warns of U.S. Price Hikes Due to Tariffs

**sgbonline.com** - Adidas AG said that despite reporting better-than-expected first-quarter...

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### Mizuno USA Strengthens Running Division With Key Hires

**sgbonline.com** - Mizuno USA announced key leadership changes to its running division...

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### PUMA Launches Go Wild Podcast, Featuring Inspiring Brand Ambassadors and Spokespeople That Have Redefined the Game

**businesswire.com** - Global sports company PUMA launches the 'Go Wild Podcast' as the...

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### Fanatics Sportsbook Is the Fastest Growing Sportsbook in America – and Is Expanding Its FanCash and Fair Play Initiatives

**globalnewswire.com** - Since its inception, Fanatics Sportsbook has been able to set itself apart...

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### NBA Playoffs TV Ratings Surge, With ESPN on Record Pace

**frontofficesports.com** - After the second weekend of postseason action, the 11 NBA games that...

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### New Report Outlines How Footwear Retailers Can Navigate Tariff Turbulence

**athletechnews.com** - Mounting tariff pressures, combined with a still-inflationary environment...

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### NFL to Schedule Three-Game Christmas Day Lineup 'Every Year' as Draft Draws 13.6m

**sportspro.com** - The NFL plans to play three games on Christmas Day every year going forward...

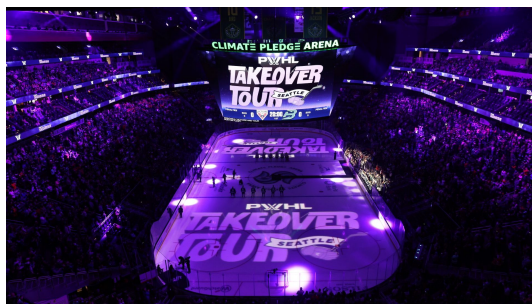
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### The WNBA Announces Historic Preseason Expansion as Fan, Sponsor Interest Rises

**thegistsports.com** - Yesterday, the WNBA made history (again) by announcing that all games...

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### Seattle Lands PFWHL Franchise, Expanding Role in Women's Sports Boom

**frontofficesports.com** - The Professional Women's Hockey League's entry into the Pacific...

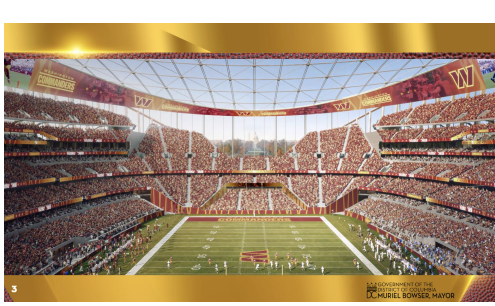
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### NWSL Shares Proposal for Second-Tier Affiliate League as U.S. Soccer Pyramid Flourishes

**thegistsports.com** - Last week, it was announced that the NWSL, per CBS Sports, formally applied...

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### A 65,000-Seat Commanders Stadium - Plus What's Inside the RFK Deal

**axios.com** - D.C. wants to re-develop the RFK Stadium site into a new entertainment district...

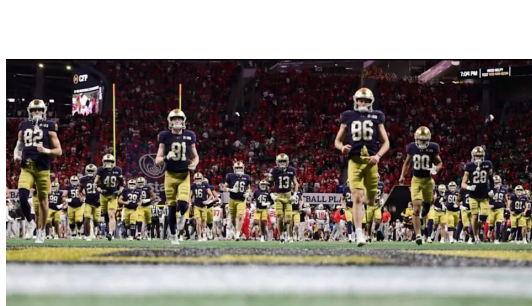
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### U.S. Consumer Confidence Sinks to Near Five-Year Low

**sgbonline.com** - The Conference Board's Consumer Confidence Index fell to 86 on the month...

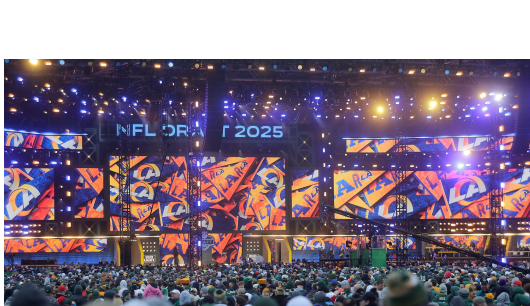
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### College Sports Leaders Admant House Settlement's Roster Limit Issues will be Resolved

**sports.yahoo.com** - The 100 highest-paid athletes in the world made a record \$6.2 billion last year from...

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### NFL Draft Hits Historic Viewership Highs Thanks to Sanders Saga

**frontofficesports.com** - The NFL Draft was already a major offseason television draw for the...

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### Adam Silver Says NBA Considering 'International Competition' Theme for 2026 NBA All-Star Game

**sports.yahoo.com** - During February's NBA All-Star weekend, much of the chatter in league...

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### NCAA Men's and Women's Soccer Playing Rules and Experimental Rule Updates

**ncaa.org** - The NCAA Men's and Women's Soccer Rules Committee and Playing Rules Oversight...

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