



June 4, 2025

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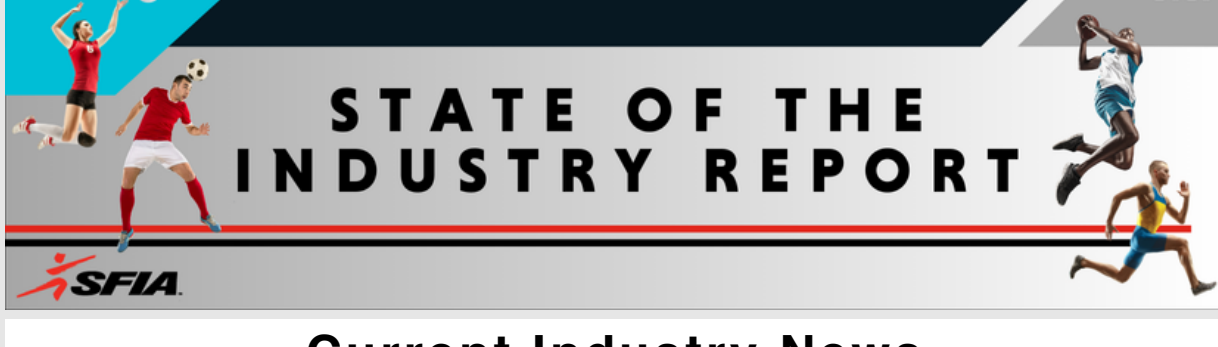
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## Current Industry News



### MLB Invests in Pro Softball, Women's College World Series Opens With a Bang

thegistsports.com - Yesterday was like Christmas for softball fans, starting with the news that...

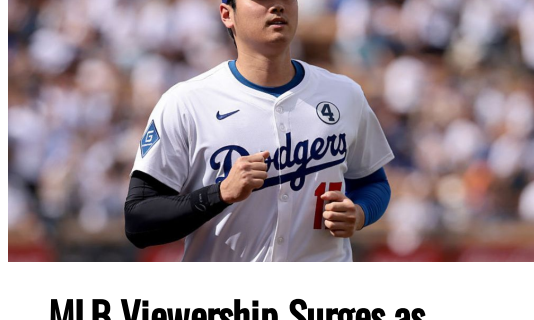
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### NRF: Father's Day Spending To Hit Record \$24 Billion this Year

sgbonline.com - U.S. consumers are poised to spend a record \$24 billion on Father's Day 2025...

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### MLB Viewership Surges as Apple TV 'Leads' Race for More Games

sportspro.com - Fox, TBS and ESPN all record double-digit gains for the first two months of the....

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### Under Armour Expands Partnerships with BSN Sports and Momentec Brands

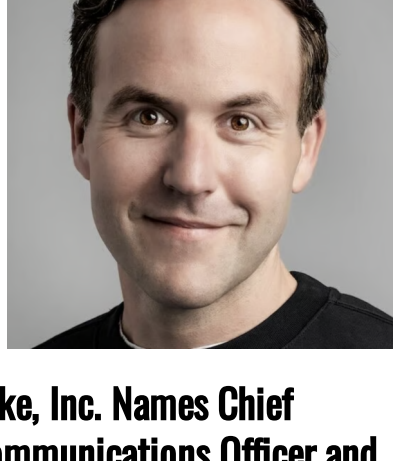
sgbonline.com - Under Armour raised its commitment to the team uniform category in...

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### Disney+ Acquires European Rights for Women's Champions League as Streamers Snatch up Women's Sports

thegistsports.com - Last week, Disney+ acquired the European rights for the Women's...

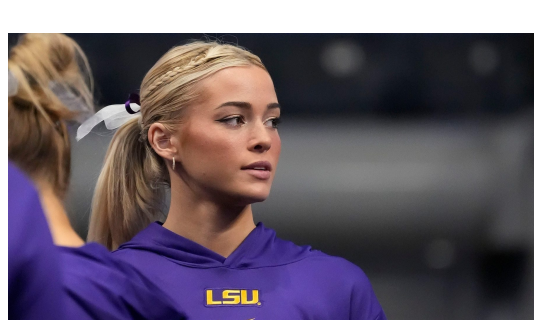
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### Nike, Inc. Names Chief Communications Officer and Member of Senior Leadership Team

sgbonline.com - Nike, Inc. President and CEO Elliott Hill continues to build out his central...

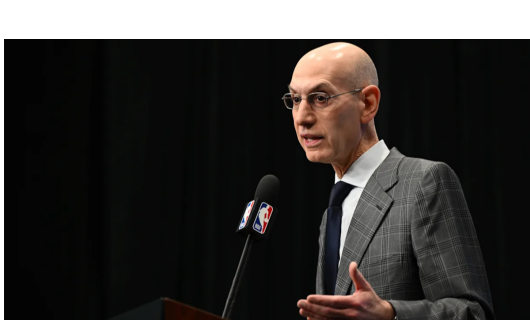
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### House Settlement Is Supposed to Take Effect in July. It's Still Not Approved

frontofficesports.com - A decision was first expected in April. But now, the entire industry...

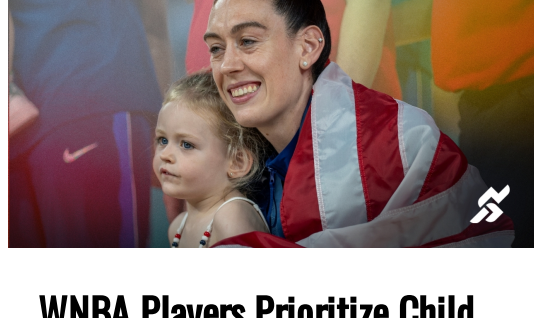
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### Adam Silver: NBA All-Star Game will Feature 'Some Form of USA Against the World' Format

sports.yahoo.com - NBA commissioner Adam Silver confirmed on Wednesday a new...

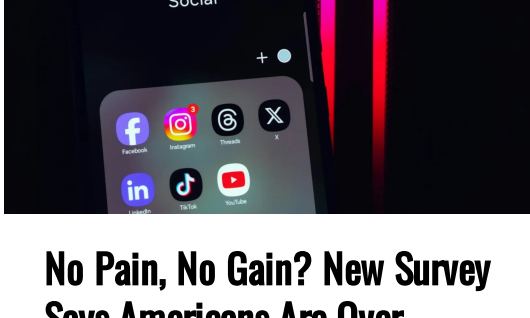
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### WNBA Players Prioritize Child Care, Family Benefits in CBA Fight

sportico.com - Breanna Stewart, two-time WNBA MVP, three-time league title winner and mother...

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### No Pain, No Gain? New Survey Says Americans Are Over Fitness Influencers

athletechnews.com - A new consumer survey reveals Americans are rejecting fitness...

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### Small Markets Can Still Be Boom Towns for Sports Stars

sportico.com - Oklahoma City sits atop an active oil field. Just outside the state's Capitol...

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### ACC Lawsuits Formally Closed, but How Long Will Peace Remain?

frontofficesports.com - The lawsuits and countersuits between Florida State, Clemson...

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### Peyton Manning and Jamie Horowitz's Omaha Productions Launches New ESPN Lacrosse Series Starring Paul Rabil

prnewswire.com - Omaha Productions, the media company founded by Peyton Manning and...

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### The CW Will Broadcast Savannah Bananas Baseball Madnass as Network Leans Into Live Sports

sports.yahoo.com - Baseball isn't boring and the CW isn't stupid, at least when it comes...

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### The Wellness Gold Rush Is On: 6 Hot Spaces Set To Explode

athletechnews.com - Now a \$2 trillion global market, wellness is proving to be a surprisingly...

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### First of Its Kind Class Action Seeks to Gain Rights to Profits for HS Athletes

athleticbusiness.com - A former California high school football star has filed a lawsuit against...

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### Super Bowl Champion Saquon Barkley is the EA SPORTS™ Madden NFL 26 Cover Star

businesswire.com - Eagles star hurdles into Madden 99 club and iconic Madden NFL 26 covers...

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### The Sports Bra Announces First Franchise Sites as Women's Sports Bars Multiply Across the Country

thegistsports.com - The Sports Bra named the first four cities for its forthcoming expansion...

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