



August 22, 2025

The Latest from SFIA

If you are an SFIA member and have questions about the newly announced steel and aluminum tariffs, please contact Bonnie McLaughlin at bmcclaughlin@sfia.org.

Member Matters & Research



Inaugural SFIA First Half Game Plan: Key Moves in Sports Participation Report - FREE for Members

sfia.org - This new report marks the first time SFIA has put out a mid-year update of sports and fitness participation data...

[Read Here](#)



SAVE THE DATE: SFIA Member Webinar on September 18 -- Tariff Updates with the Experts From ST&R

sfia.org - Mark your calendars for SFIA's Tariff Update Webinar, featuring ST&R, on Sept 18 at 2:30 p.m. More information to come...

[Stay Tuned](#)



APPS OPEN UNTIL 9/19: SFIA's VetsEXCEL Program Now Accepting Applications

sfia.org - VetsEXCEL is an incredible opportunity for veterans to transition their experience into careers in the sports and fitness...

[Read Here](#)



JUDGE APPLICATIONS OPEN UNTIL 9/1: Apply to Help Judge the 2025 Start-Up Challenge!

sfia.org - Judge applications will be accepted through Sept 1 - anyone connected to the sports and fitness industry can apply...

[Apply Here](#)



Current Industry News



More Americans Are Playing Sports—Especially This One

time.com - Never mind the popular image of Americans as sedentary, housebound, and...

[Read Here](#)



Pilates Is The Fastest Growing Workout Modality, For Good Reason

womenshealthmag.com - Finally, some good news: More and more people are getting...

[Read Here](#)



Trump Expands 50% Steel and Aluminum Tariffs to Include 407 Additional Product Types

cnbc.com - The Trump administration has quietly expanded its 50% steel and...

[Read Here](#)



Survey: Finding the Best Prices Possible was Top Priority for 57% of Back-to-School Shoppers

sgbonline.com - Over half (57 percent) of surveyed respondents from this year's Numerator Back...

[Read Here](#)



U.S. Retail Sales Rise In July

sgbonline.com - Retail and food service sales for July were \$726.3 billion, up 0.5 percent from the...

[Read Here](#)



ESPN to Launch TikTok-Like Feed in Its Own App

sportico.com - Having built the largest TikTok account among U.S. companies, with more than 50...

[Read Here](#)



Lindsay Davenport Wants Tennis to Be 'the Most Popular Sport in the World'

frontofficesports.com - The three-time Grand Slam singles champion spoke to Front Office...

[Read Here](#)



New Study Shows 7,000 Steps a Day Is Enough for Major Health Benefits

athletechnews.com - Walking 7,000 steps a day can lower the risk of an early death by up to...

[Read Here](#)



Yahoo Sports Plans Free Streaming-TV Launch

variety.com - ESPN and Fox aren't the only media companies trying to reach an emerging...

[Read Here](#)



NFHS: High School Sports Participation Hits Record High in 2024/25

sgbonline.com - High school athletics participation reached a record high in 2024/25, climbing...

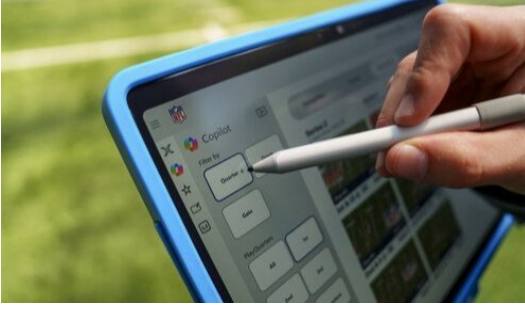
[Read Here](#)



Report: Female Consumers Slowing Discretionary Spend Faster Than Men

sgbonline.com - During the first half of 2025, year-over-year demand for discretionary...

[Read Here](#)



NFL and Microsoft Expand Partnership to Bring Copilot to the Sidelines and Beyond

prnewswire.com - Microsoft AI to power game day and workday experiences for the league and...

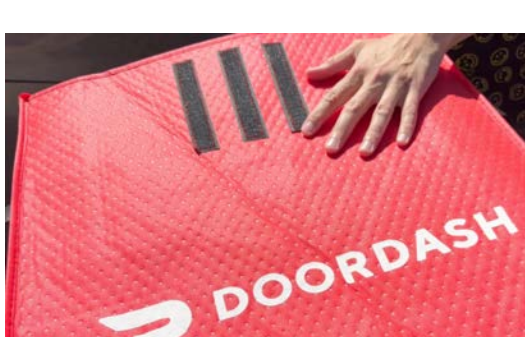
[Read Here](#)



IBM and the USTA Roll Out AI-Powered Fan Experiences for 2025 US Open

prnewswire.com - IBM and USTA today announced a new lineup of AI-powered digital...

[Read Here](#)



Ace Pickleball, DoorDash Strike Multiyear Partnership Featuring In-Club Delivery

athletechnews.com - A newly inked deal between Ace Pickleball Club and DoorDash...

[Read Here](#)



What is the New ESPN DTC service? Plans, Costs, Key Facts

espn.com - ESPN launched a new direct-to-consumer service this month. The service offers...

[Read Here](#)



College Sports Upheaval Ushers CEOs Into Athletic Departments

sportico.com - Athletic directors have long been termed the CEOs of collegiate sports departments...

[Read Here](#)



Understanding Consumer Purchasing Behavior Retains Loyalty, Even in Uncertain Times

sgbonline.com - The latest Consumer Trends Report from Resonate offers new insights...

[Read Here](#)



Consumer Sentiment Falls as Inflation Expectations Surge

sgbonline.com - In a survey conducted by the University of Michigan, U.S. consumer...

[Read Here](#)



Follow Us on Social Media

