



September 17, 2025

The Latest from SFIA

Member Matters & Advocacy



Application Deadline Friday (9/19): SFIA's VetsEXCEL Career Transition Program

APPLICATION DEADLINE FRIDAY (9/19): SFIA's VetsEXCEL Career Transition Program

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

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TOMORROW (9/18): ST&R & SFIA Free Member Webinar -- Navigating the Latest Tariff Developments

sfia.org - Join SFIA and ST&R tomorrow, Thurs, September 18 at 2:30pm ET for a briefing on recent tariff and trade developments...

[Register Here](#)



Congratulations to the Six Semi-Finalists Selected for 2025 Start-Up Challenge!

sfia.org - On Tuesday, September 16, six semi-finalists competed in the 2025 Start-Up Challenge, hosted in partnership...

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Aneysya Bhat Joins the Sports & Fitness Industry Association as Director of Government Affairs & Strategic Advocacy

sfia.org - SFIA announced the addition of Aneysya Bhat as Director, Government Affairs & Strategic Advocacy. Bhat...

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Current Industry News



State of Texas, Three South Florida High Schools Produce Most NFL Players on Week 1 Rosters

nfl.com - With nine cities producing at least five players on Kickoff Weekend rosters, Texas...

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The Fall Sports Season: Seizing the Moment for America's Physical Activity

linkedin.com - As the fall sports season kicks off, families are returning to the rhythm of after...

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Mizuno Running Expands Field Team with Five New Hires, Reinforcing Commitment to the Specialty Channel

sfia.org - Mizuno Running is proud to announce the addition of five new members to its field...

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The Treadmill is Forever: From the Thighmaster to Peloton, All Fitness Fads Go Bust. Except One.

businessinsider.com - As the fall sports season kicks off, families are returning to the rhythm of...

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Report: BTS Shoppers Made Fewer Trips, Spent More Per Visit

sgbonline.com - Back-to-school shoppers were cautious this year, spending more but making fewer...

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EXEC: FDRA's Media Call Calls Out the Potential Tariff Hits on Footwear Industry

sgbonline.com - On a media call, today, September 15, Matt Priest, president and CEO of...

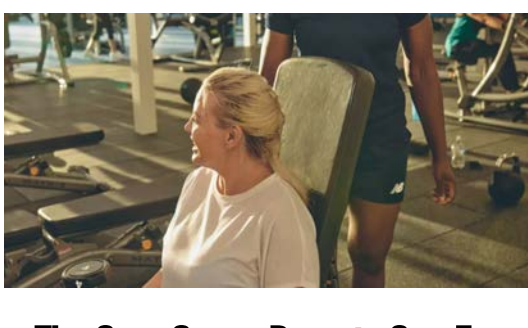
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ESPN's 'MNF' Ratings Up 8% As NFL Surges to Strong Start

frontofficesports.com - The NFL's opening week of play in the 2025 regular season ended...

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The Gym Group Reports Gen Z Makes Up 40% of Members Amid Strong Growth

athletechnews.com - With Gen Z members driving engagement and revenue growth, the U.K...

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College Sports 'House of Cards': Republicans, Lobbyists Work to Secure Votes to Pass SCORE Act

frontofficesports.com - College sports has experienced its own episode of House of Cards this...

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US States All Miss 7K Step Target — and Gen Z is Hurting, Not Helping

athletechnews.com - The U.S. trails global peers in daily steps, with no state hitting the newly...

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World Cup Will Be Fox's 'Biggest Undertaking' Ever

frontofficesports.com - Fox Sports CEO Eric Shanks has overseen six Super Bowls since...

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Are You In One of America's Fittest Cities?

runninginsight.com - Run specialty retailers should check out the American College of...

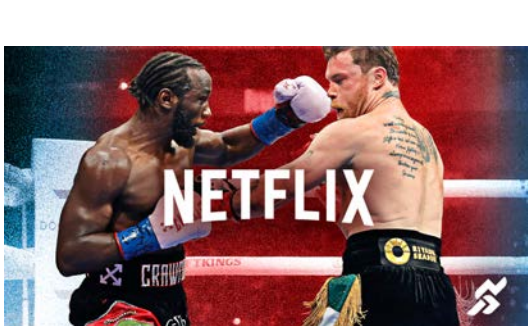
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CNBC/NRF Report Sees Strong August Sales at Sporting Goods and Clothing & Footwear Stores

sgbonline.com - The National Retail Federation reported that retail spending continued to...

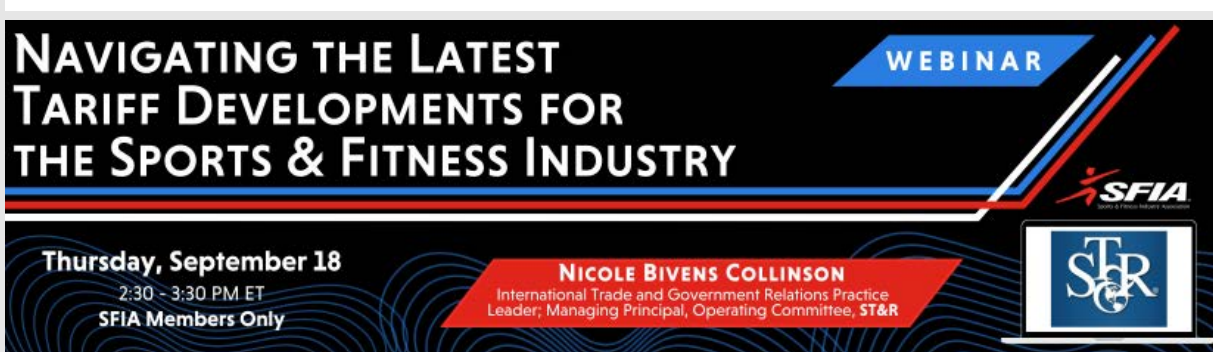
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Netflix Says Over 41M Watched Crawford Defeat Canelo

sportico.com - Netflix announced that its stream of the Canelo vs. Crawford event this...

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ESPN, Fox One Added 1M Sign-Ups in First 10 Days After Launch

frontofficesports.com - ESPN's new direct-to-consumer service and Fox One, each debuting Aug...

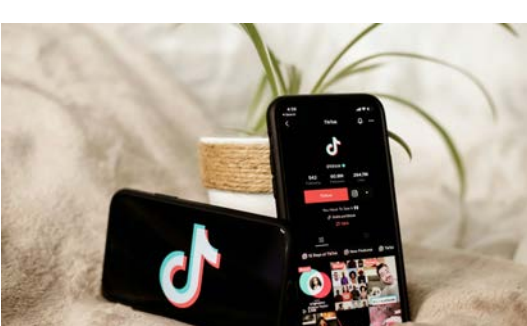
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1	Seattle	2,750	17	NY	1,500
2	LA	2,700	18	MI	1,400
3	Chicago	2,600	19	TX	1,300
4	San Francisco	2,500	20	FL	1,200
5	San Diego	2,400	21	CA	1,100
6	Phoenix	2,300	22	IL	1,000
7	Denver	2,200	23	PA	900
8	Portland	2,100	24	OH	800
9	San Jose	2,000	25	WA	700
10	San Antonio	1,900	26	MO	600
11	Dallas	1,800	27	NE	500
12	San Jose	1,700	28	KS	400
13	San Jose	1,600	29	OK	300
14	San Jose	1,500	30	CO	200
15	San Jose	1,400	31	UT	100
16	San Jose	1,300	32	WY	50
17	San Jose	1,200	33	MT	20
18	San Jose	1,100	34	ND	10
19	San Jose	1,000	35	SD	5
20	San Jose	900	36	NEB	2

International Buyers of NFL Tickets Reach New Highs

axios.com - Fans from 83 countries are buying tickets to NFL games this season on StubHub...

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Running, Outdoor Yoga Are TikTok's Hottest Fitness Trends

athletechnews.com - What are two of the fastest-growing fitness hashtags on TikTok? Hint...

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NCAA Reports Record Participation Numbers in 2024-25

athletcbusiness.com - The number of student-athletes participating in NCAA...

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