



September 24, 2025

The Latest from SFIA

Member Matters & Advocacy



Congratulations 2025 Start-Up Challenge Finalists - Will Compete in November!

sfia.org - SFIA has announced the five finalists who will compete live, in-person in November to determine the champion of the...

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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-school practices, weekend...

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Game Changer: The Critical Role of Youth Sports and Fitness - October 8 Congressional Briefing

sfia.org - SFIA and the Congressional Youth Sports Caucus will hold an in-person briefing on October 8, which will...

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Tariff Development Webinar Recording and Slides Available for Members in Content Library!

sfia.org - SFIA members can listen to the recording from last week's (9/18) ST&R Tariff webinar in the member portal, with slides...

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Current Industry News



SFIA Names Five Start-Up Challenge Finalists

sginews.com - Five companies have been chosen as finalists in the Sports & Fitness Industry...

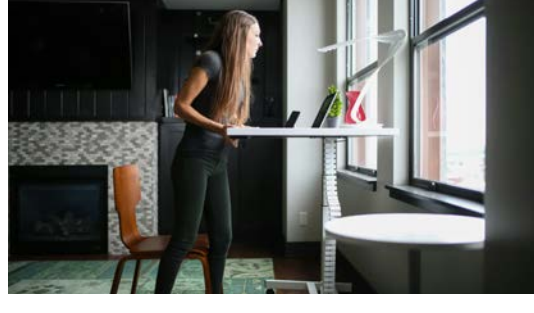
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Durbin Introduces Bill To Expand Concussion Safety In School Sports

durbin.senate.gov - The Protecting Student Athletes from Concussions Act is endorsed by...

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Millennials Are Planning Remote Workdays Around Fitness

athletechnews.com - A new study suggests Millennials may be unwilling to give up one of...

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'Robot Umpires' Coming As MLB Approves Challenge System

frontofficesports.com - Major change continues to arrive in Major League Baseball, this time...

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U.S. Census Bureau Reports 5.0 Percent Growth in August Retail Sales

sgbonline.com - The U.S. Census Bureau is reporting that its August Advance Monthly Retail Trade...

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EXEC: United Nations Report Suggests Vietnam May be Hardest Hit by U.S. Tariffs

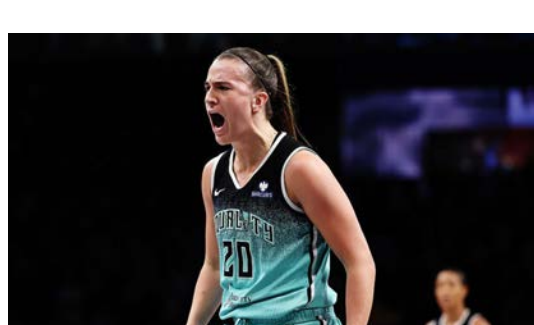
sgbonline.com - Vietnam was one of the largest beneficiaries of the increase in U.S. tariffs assessed...

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SFIA Membership Spotlight

All SFIA Members have the opportunity to be featured in SFIA's Member Spotlight. We are here to highlight YOU!

[Click here to submit the spotlight form today and share your story to be featured next!](#)



Ratings Roundup: WNBA Regular Season Hits 27-Year Viewership High

sportspro.com - Nationally-televised games averaged 969K viewers across ESPN, ABC, CBS...

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Women's Rugby World Cup Breaks Viewership, Attendance Records Amid Global Growth

thegistsports.com - The Red Roses did so much more than trounce France in the Women's...

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NFL Ratings Fly Like an Eagle as TV Acclimates to Nielsen Changes

sportico.com - It's a number that demands to be laid out in all its full eight-digit glory: 33,762,00...

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Spending on Fitness Trackers Grows 88% in 2025, Circana Reports

circana.com - New wearable technology form factors and expanding capabilities appeal...

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Momentec Brands Hires Chief Revenue Officer

sgbonline.com - Momentec Brands announced that Brent Meyer has joined the company...

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Bauer Hockey Partners with Bearmind on Smart Hockey Helmets

sgbonline.com - Bauer Hockey reports that it has partnered with sports tech startup Bearmind...

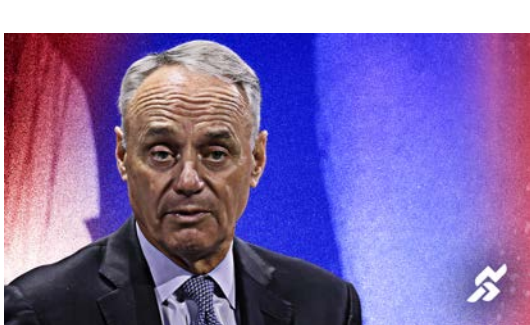
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NFL Cools on Super Bowl Abroad As Vikings-Steelers in Ireland Looms

frontofficesports.com - An international Super Bowl is a buzzy topic, but it's still not in...

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As MLB Playoffs Loom, Here's Where the League's New Rights Deals Stand

sportico.com - Sometime between now and when the sun enters its Earth-devouring red...

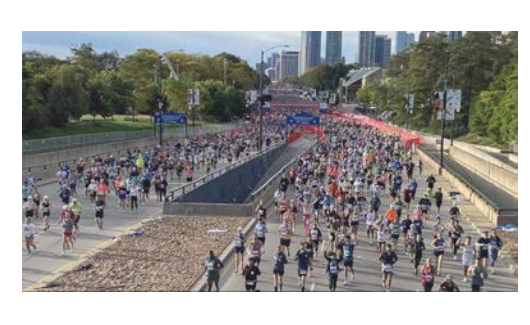
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D.C. Approves \$3.7 billion RFK Stadium Project for Commanders

axios.com - The D.C. Council approved on Wednesday the \$3.7 billion deal to build a new...

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EXEC: Running USA's Survey Finds Hoka, Lululemon, Garmin Gaining Favor with Runners

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

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NikeSKIMS Unveils Bold Vision with Inaugural Collection Inspired by the Power and Strength of Women Athletes

businesswire.com - NikeSKIMS exists to serve women who are redefining what it means to be...

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Hispanic/Latino Student-Athletes Reach Record Participation Across NCAA in 2025

athleticbusiness.com - The figures below, drawn from NCAA research's demographics and...

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