



October 2, 2025

The Latest from SFIA

Member Matters & Advocacy

Postponed: *SFIA's Game Changer: The Critical Role of Youth Sports & Fitness event has been postponed. We will share updates and a new invitation and registration information once a new date is confirmed.*



Government Shutdown Tariffs & Supply Chain Operations FAQ

sfia.org - SFIA has put together a FAQ in light of the government shutdown to answer questions on tariffs & supply chain operations...

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Tariff Webinar Recording and Slides Available in Content Library!

sfia.org - SFIA members can listen to the recording from the September 18 ST&R Tariff webinar in the member portal, with slides...

[Listen Here](#)



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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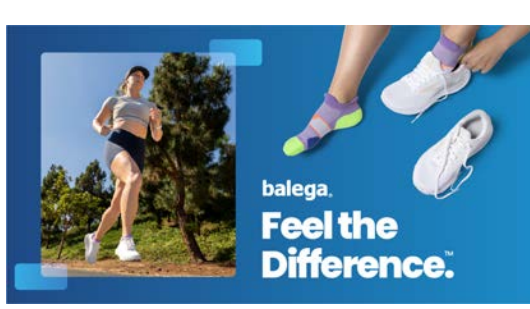
Current Industry News



Two Out Of Three Ain't Bad for Team Sports

formula4media.com - Late summer brought a series of events and industry studies that...

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Balega Launches New Feel the Difference™ Campaign

sfia.org - Balega, one of the leading performance running sock brands in the world, announced...

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FDRA Survey Finds Consumers Seeing Tariffs Driving Footwear Prices Higher

sgbonline.com - A national survey commissioned by the Footwear Distributors and...

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How to Get the Benefits of HIIT Workouts—Without Burning Out

GQ.com - Remember the buzzy boutique fitness classes that soared in the mid to late-2010s?...

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Women's Rugby World Cup Victories Underscore Sport's Potential in the U.S.

thegistsports.com - This Saturday, England's Red Roses won the Women's Rugby World...

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EXEC: FDRA Finds Holiday Shoe Shoppers Seeking Value

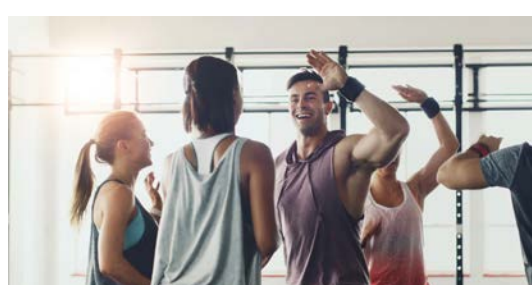
sgbonline.com - The FDRA forecasts that consumers will spend slightly less this holiday...

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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!](#)



Fitness & Wellness Execs Are Mostly Optimistic, Citing High Consumer Demand

athletechnews.com - Fitness and wellness operators are mostly optimistic about the current state...

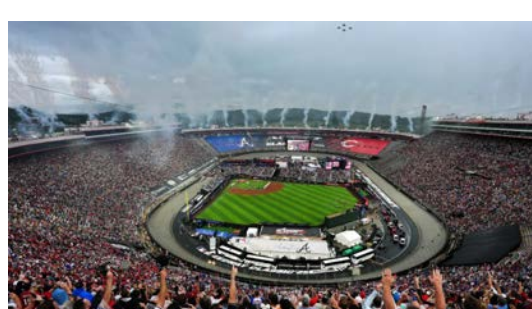
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Women's Final Four Moving to Football Stadium in 2028

frontofficesports.com - The women's Final Four will be moving to an NFL stadium. The 2028...

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Netflix Gets 2026 MLB Season Opener and Home Run Derby in 'Three-Year Deal'

sportspro.com - Sunday Night Baseball reportedly goes to NBC as ESPN stays on board with...

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Legislation Aims to Protect Athletes, Level the Playing Field for Schools and Support Olympic Sports

athleticbusiness.com - Senate Democrats on Monday introduced the Student Athlete Fairness and...

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Packers-Cowboys Draws 26.9M Viewers, NFL's No. 3 Game of '25

frontofficesports.com - NBC Sports pulled out the stops for the high-profile Green Bay-Dallas...

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There's a Dark Side of AI Fitness Apps, Personal Trainers Warn

athletechnews.com - As artificial intelligence-powered fitness tools boom, a troubling pattern has...

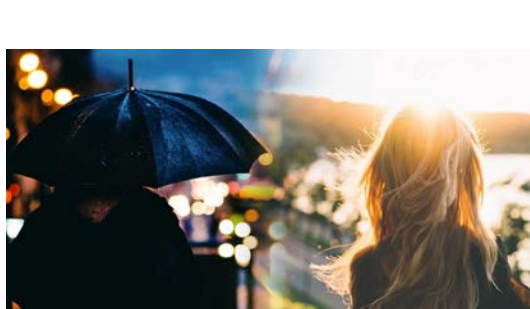
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USA Network to Air 50+ WNBA Games a Year After NBC Split

frontofficesports.com - The WNBA is picking up another platform for next season. The...

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Consumer Confidence Drops to Five-Month Low in September On Job Concerns

sgbonline.com - U.S. consumer confidence fell in September to a five-month low, driven by...

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YouTube Carriage Fight: NBC In (for Now), Univision, Monumental Out

frontofficesports.com - An unusual confluence of expiring television distribution...

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Beyond the Grand Slams: How Tennis Plans to Keep Fans Tuned In

boardroom.tv - Three million people in the U.S. tuned in to ABC to watch Carlos Alcaraz defeat...

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Vail Resorts Sees 25/26 Season Pass Sales Lagging Last Season After Fiscal 2025 Growth

sgbonline.com - Vail Resorts, Inc. reported that Resort net revenue increased 2.7 percent...

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SPECIALTY SPORTS: Apart from the Crowd

formula4media.com - There's no question that football, basketball and baseball/softball are the...

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