



February 6, 2026

The Latest from SFIA

Member Matters & Research

As of February 4, 2026, the partial federal government shutdown has ended after the legislative package to continue funding a majority of the government until September 30 was signed into law. Please reach out to Anyasha Blat, Director of Government Affairs & Strategic Advocacy (ablatt@sfia.org / 630-863-5152) or Bonnie McLaughlin, Vice President, External Affairs & Industry Relations (bmclaughlin@sfia.org / 917-334-1780) if you have any questions about government operations.



SOTI SURVEY: Provide Crucial Industry Insights to Support Our Research!

sfia.org - In just 10 minutes, your participation in the SOTI Survey helps us build the most trusted benchmarks in sports and...

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sfia.org - The SFIA Excelerator Program is a young professional development program designed specifically for emerging leaders...

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20th Annual Team Sports Conference - April 27-28 in Indy!

sfia.org - TSC is back, and this year marks 20 years of bringing the industry together. As youth, school, collegiate, and professional...

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Be a Champion and Get Involved in SFIA's 2034WARD Campaign!

sfia.org - From 2025 to 2034, the United States will host the world's highest-profile sporting events, including the Summer and Winter...

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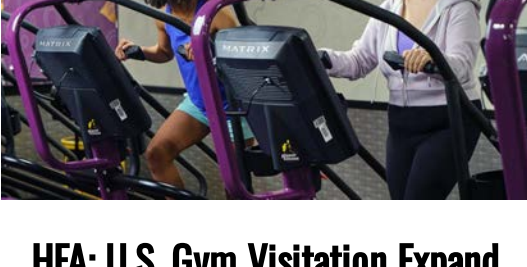
Current Industry News



Report: Run Race Participation Grows 5 Percent in 2025

sgbonline.com - RunSignup's Annual Race Trends Report found running race participation grew...

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HFA: U.S. Gym Visitation Expand 4 Percent in 2025, Reach Pre-Pandemic Peak Levels

sgbonline.com - Foot traffic to U.S. commercial fitness facilities averaged more than 184,000...

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Parity Survey Shows Higher Fan Engagement Around Women Athletes Ahead of the Winter Olympics

thgistsports.com - On Monday, women athlete partnership platform Parity shared results...

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Women's Hockey Superstars Hope Olympics Bring Momentum Home To PWHL

boardroom.tv - Boardroom breaks down how 61 league players competing in Milan could...

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Why NFL Coaches Are Calling Amazon About Its Game Data

frontofficesports.com - As Amazon continues to grow and evolve its NFL streaming deal...

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AAFA Study: 41 Percent of Counterfeit Products Tested Failed Product Safety Standards

sgbonline.com - The American Apparel & Footwear Association has released a new study...

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Several U.S. NGBs Embracing AI to Help Performance at Games

sportsbusinessjournal.com - The Milan Cortina Games might be the "first Olympics to feature...

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SEC Has Officially Broken the Billion-Dollar Revenue Barrier

sportico.com - The Southeastern Conference announced Thursday that it distributed \$1.03 billion in...

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Why the NFL Chose 49ers—Rams for Its First Australia Game

frontofficesports.com - The Rams will have both the familiar and unfamiliar as they will face...

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How Unrivaled's Philly Stop Redefined Expectations in Women's Basketball

boardroom.tv - Boardroom went to the league's inaugural tour stop to learn just how it plans...

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New Data Sheds Light on Failed Fitness Resolutions — and What Could Help

athletechnews.com - Uscreen's new survey reveals that lack of time and motivation remain the...

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Report: U.S. Manufacturing Sector Expands in January for First Time in 12 Months

sgbonline.com - Economic activity in the manufacturing sector expanded in January 2026...

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2026 Milan Winter Olympics: Team USA's Athletes to Watch

bleacherreport.com - Team USA is ready to break some records at these Olympics. The...

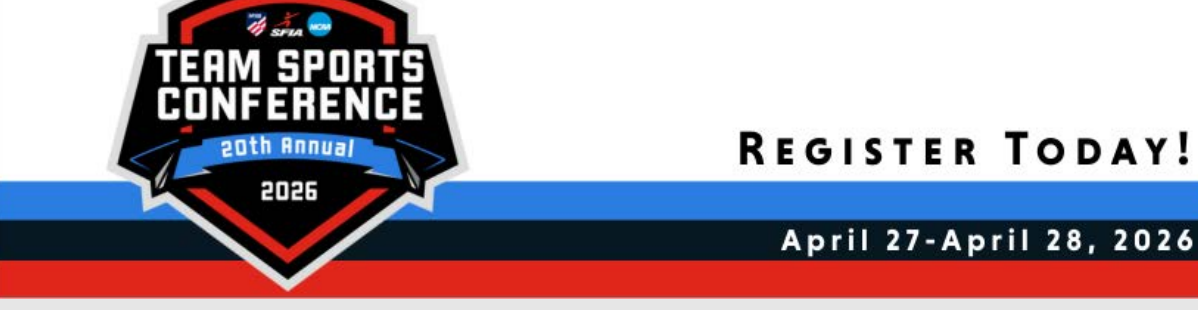
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EXEC: Golf Participation Achieves Another Record High in 2025

sgbonline.com - The National Golf Foundation (NGF) found that on-course participation in 2025...

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April 27-April 28, 2026



Prohibition on Slapping the Head Now Applies to All Players in High School Football

nfhs.org - In an ongoing focus on minimizing risk of injury in high school sports, the NFHS Football...

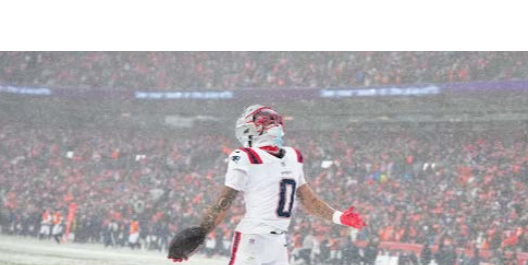
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How Chemistry Helps Make a Highlight-Reel Catch

cen.acs.org - Super Bowl XLII, Feb. 3, 2008. It's 3rd and 5, and the New York Giants are on their...

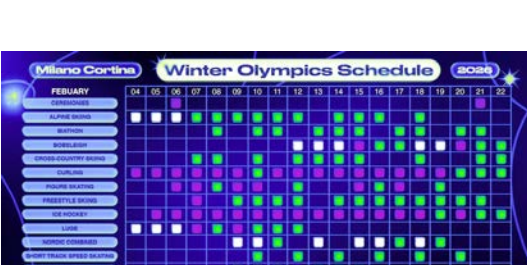
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The Only Super Bowl LX Preview You Need

thegistsports.com - The last time the Patriots were underdogs entering the Super Bowl? 2001...

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NBC Olympics Schedule 2026 USA Primetime Coverage and Live Stream

bleacherreport.com - Though some events have already gotten underway, the 2026 Winter...

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