



August 26, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



NEW RESEARCH: 2026 First Half Game Plan Report Now Available!

sfia.org - Get a timely look at where U.S. sports and fitness participation is headed and the trends shaping the second half...

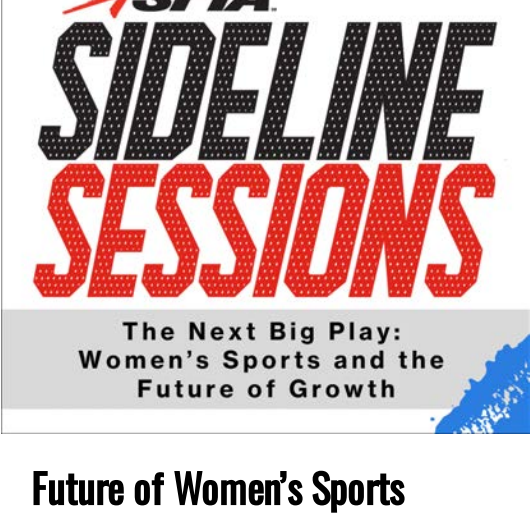
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SFIA Statement on New Section 338 Tariff on Canadian Imports

sfia.org - SFIA responds to the introduction of a 50% tariff on Canadian imports, effective as of Saturday, August 22, 2026, after...

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Future of Women's Sports Virtual Sideline Session Event - Join Us Oct. 6!

sfia.org - SFIA is excited to bring you a new Sideline Session, The Next Big Play: Women's Sports and the Future of Growth, on...

[Register Here](#)



APPLY TODAY: 2026/2027 SFIA VetsEXCEL Career Transition Program!

sfia.org - VetsEXCEL is an SFIA Career Transition Program that offers an incredible opportunity for military veterans to transition...

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SFIA Member Spotlight: National Women's Pickleball Foundation

sfia.org - SFIA's new Member Spotlight Series is excited to highlight the National Women's Pickleball Foundation this month...

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Senate Passes Counterfeit Notification Act

sfia.org - SFIA applauds the U.S. Senate's unanimous passage of the Counterfeit Notification Act, federal legislation led by Senator...

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SFIA & Vensure Team Up for New HR Partnership

vensure.com - SFIA's new partner VensureHR helps sports businesses reduce risk, control costs, and strengthen their workforce...

[Learn More Here](#)



September 20 - 21, 2026 Washington, D.C.

Global Youth Sports Leadership Summit - Sept 20-21 in D.C.

sfia.org - This fall, SFIA is collaborating with the Sports Leadership Institute for the 2026 Global Youth Sports Summit...

[Reach Out to Us to Attend](#)



Current Industry News



Pilates Participation Climbs to 13.8 Million in the U.S. — Who Is Driving the Growth?

pilatesjournal.com - New data from SFIA shows U.S. Pilates participation has grown by...

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U.S. Sports & Fitness Participation Reaches Record High in New Mid-Year Report

sgbonline.com - Despite affordability concerns, sports and fitness participation in the U.S...

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Report: Key Footwear Brands Suffer from Lack of Freshness in Stifel's 2026 BTS Survey

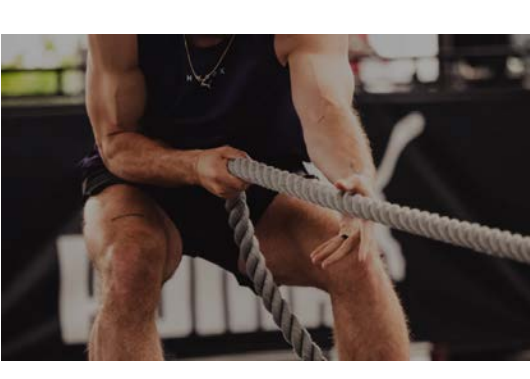
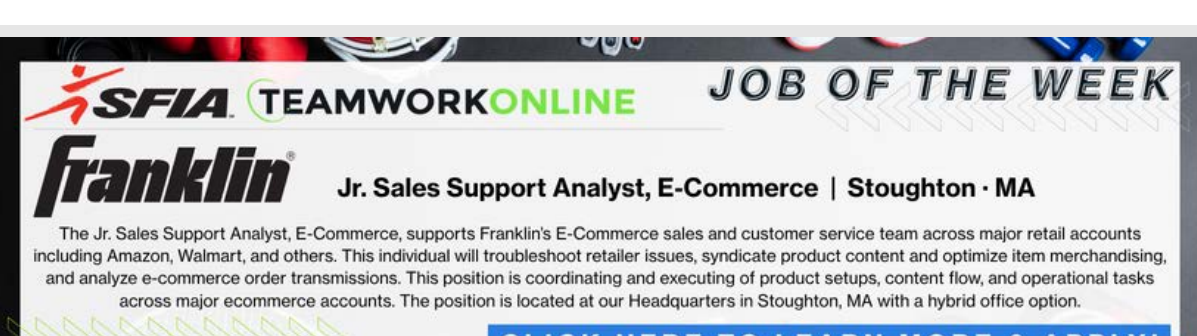
sgbonline.com - Asics was among the few brands showing notable growth in popularity with...

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Flag Football World Championships underscore opportunities ahead of LA28

thejetsports.com - As we wrote in February, flag football participation is surging at the...

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Amazon Forms Global Partnership with Hyrox Fitness Series

sgbonline.com - Amazon is reporting that it signed an agreement to become an "official..."

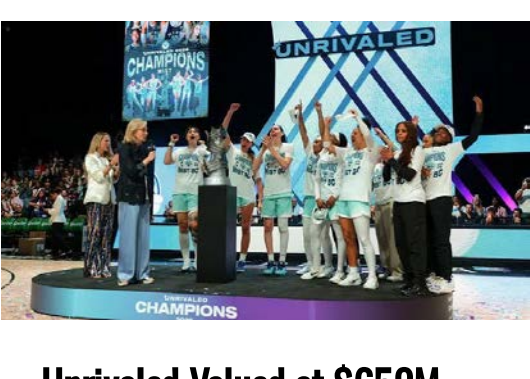
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Big Ten, SEC First to Announce Bans on Pro Players Returning to College Athletics

athleticbusiness.com - Two Power Four conferences announced Tuesday bans that...

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Unrivaled Valued at \$650M After Latest Funding Round, Players Own 30%

frontofficesports.com - Unrivaled, the 3-on-3 women's basketball league that launched...

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NWSL Adds Roku as New Media Partner After Split With Victory+

nytimes.com - The NWSL has a new media partner to replace Victory+. The league reached...

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ESPN Using RedZone Branding for US Open Coverage

frontofficesports.com - ESPN's first usage of its ability to deploy the RedZone IP as part of the...

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2027 FIFA Women's World Cup Match Schedule Unveiled

sportstravelmagazine.com - One month after the conclusion of the 2026 FIFA Men's World Cup in...

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College Basketball Eligibility: What to Know About Latest Rulings

espn.com - The college basketball offseason has never been more chaotic. Normally, at this point of...

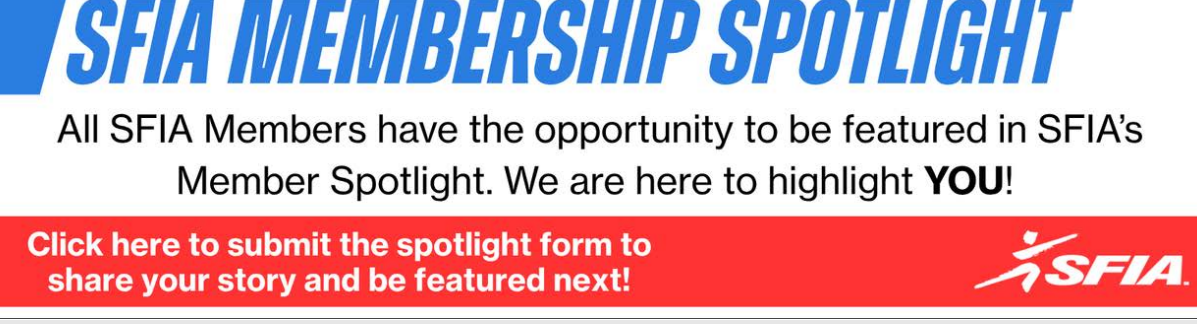
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Private Equity's Place in Pro Sports is Here to Stay

axios.com - "When will sports leagues push private equity out of team ownership?" Fans have...

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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 to share your story and be featured next!](#)



Finally, Some Good News About the Youth Sports Officiating Shortage

sportsdestinations.com - Every year, youth and high school sports organizations sound the alarm...

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IBM Study: Sports Fans Want Streamlined Digital Experiences as Platform Choices Expand

ittech-pulse.com - New research commissioned by IBM reveals the digital expectations...

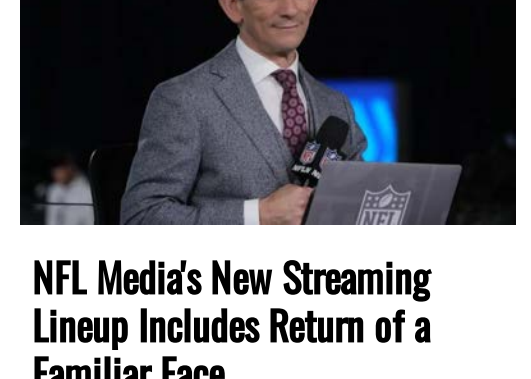
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NCAA: Technology Rules Approved for Baseball

ncaa.org - Rules addressing technology in baseball were approved by the Division I...

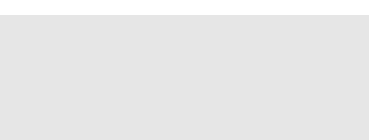
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NFL Media's New Streaming Lineup Includes Return of a Familiar Face

sports.yahoo.com - NFL Media is starting up new programming for the 2026 season, and it's...

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