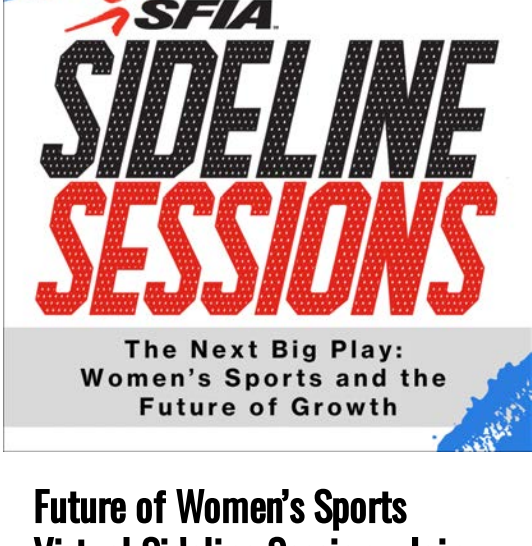




September 16, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



Future of Women's Sports Virtual Sideline Session - 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 for SFIA's VetsEXCEL Program

APPLY TODAY: 2026/2027 SFIA VetsEXCEL Program!

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

[More Info / Apply Here](#)



2026 First Half Game Plan Report Available - FREE for Members!

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

[Download Here](#)



SFIA in the News: The US- Canada Tariff Exchange

sfia.org - Over the past several weeks, SFIA has continued to engage with our federal partners and share the negative impact...

[Overview of Media Efforts](#)



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...

[Read Here](#)



First U.S. Trends in Team Sports Report Coming Soon!

sfia.org - Stay tuned for the first part of the Trends in Team Sports Reports, focused on foundational data, which will be available...

[Stay Tuned](#)



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...

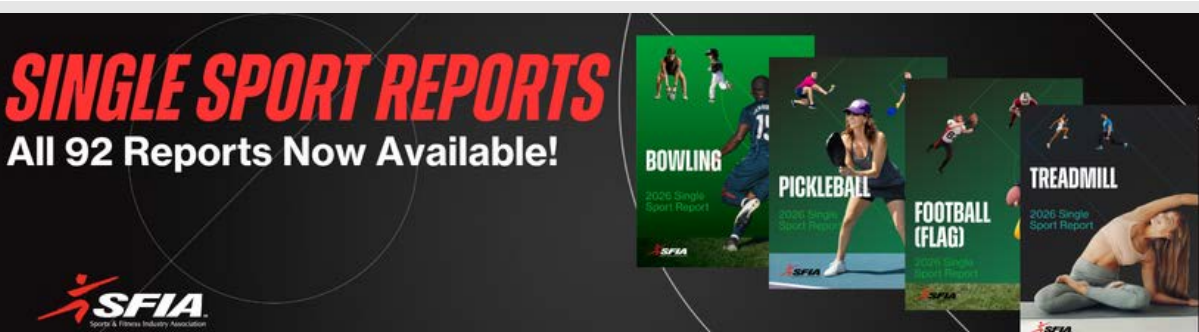
[Learn More Here](#)



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



As Spending Tightens, Consumers Choose What They Need and What They Love

cricana.com - New insights from Cricana reveal that U.S. consumers are narrowing their...

[Read Here](#)



Report: Fitness Clubs Driving Double-Digit Revenue Global Growth in 2025

sgbonline.com - Fitness operators responding to the Health & Fitness Association's...

[Read Here](#)



Girls Flag Football is the Fastest-Growing High School Sport

apnews.com - The newly expanded PWWL enters its fourth season by securing its first...

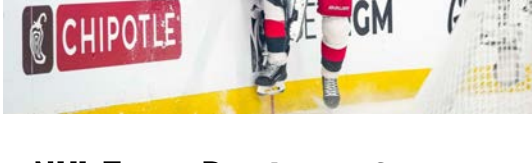
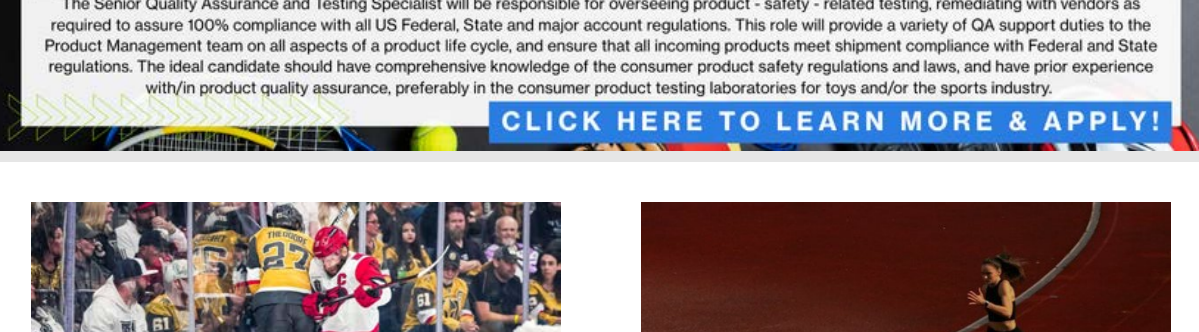
[Read Here](#)



Behind the Lobbying Battle Over the Bipartisan Senate College Sports Bill

frontofficesports.com - As a final vote on the Protect College Sports Act (PCSA) draws near...

[Read Here](#)



NHL Teams Revving up for Condensed Training Camp, Preseason

nhl.com - NHL coaches and players will have no time to waste when they begin training camp...

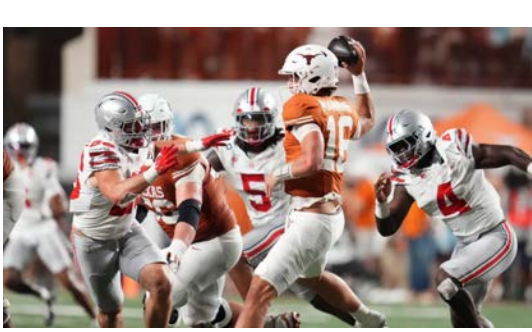
[Read Here](#)



Study: High School Sports Participation Predictor of Women's Career Success

athleticbusiness.com - A new study from e.I.I. Beauty and business consultancy Parly has...

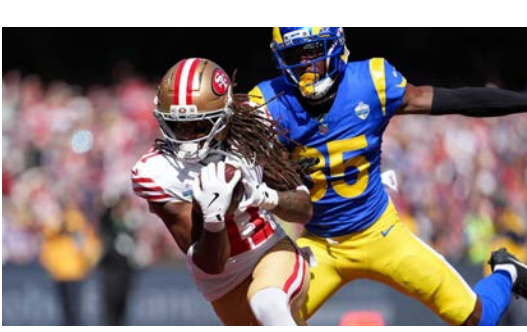
[Read Here](#)



College Football Viewership Off to Hot Start After Texas-Ohio State Thriller

frontofficesports.com - The college football season is off to another hot start in TV ratings...

[Read Here](#)



2026 NFL Melbourne Game Scores With Average of 18.5 Million U.S. Viewers on Netflix

nfl.com - The 2026 NFL Melbourne Game on Netflix averaged 18.5 million viewers...

[Read Here](#)



Skechers Names Former Puma NA Chief Tara McRae as Chief Marketing Officer

sgbonline.com - The leadership changes continue at Puma as Tara McRae leaves her post as...

[Read Here](#)



Girls Say Fun Matters More Than Winning in Sports, While Parents Think They Play to Win, According to New Girl Scouts of the USA Research

prnewswire.com - New data from Girl Scouts of the USA (GSUSA) finds that, for the vast...

[Read Here](#)



NRF: U.S. Container Imports Now Expected to Peak in September

sgbonline.com - This year's extended peak season is continuing, with a final bump...

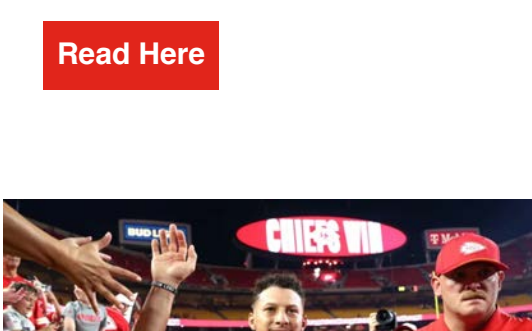
[Read Here](#)



Fitness Operators Adapt to the Pilates Boom

insider.fitt.co - Pilates is a powerhouse. Peaking, US participation hit 13.8M last year...

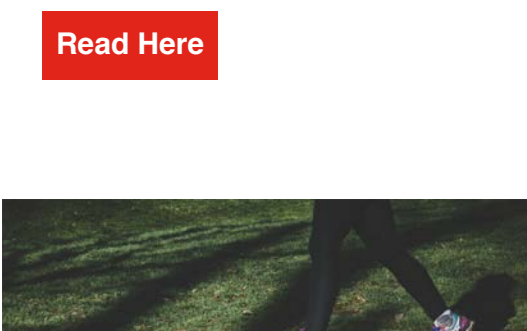
[Read Here](#)



Netflix, Amazon and YouTube Create Sports Streaming Lobby Group in US

sportspro.com - Netflix, Amazon and YouTube have formed a new industry body designed to...

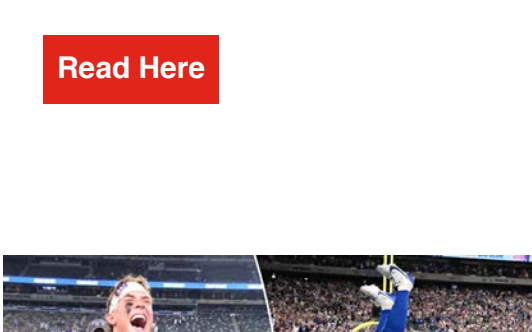
[Read Here](#)



Faster Walking, Even With Fewer Steps, May Cut Mortality Risk

athletetechnews.com - A new study is good news for those short on time, while bucking...

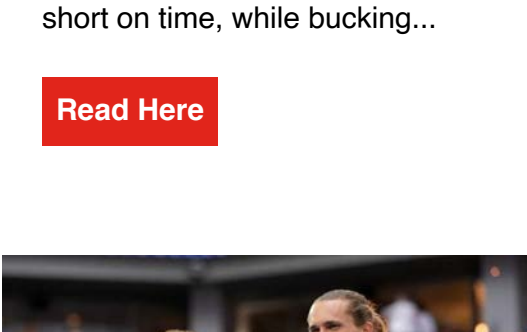
[Read Here](#)



Giants' win over Cowboys Draws NBC's Best Sunday Week 1 Rating in 11 years

sports.yahoo.com - People were really waiting all day for Sunday night. The Giants-Cowboys...

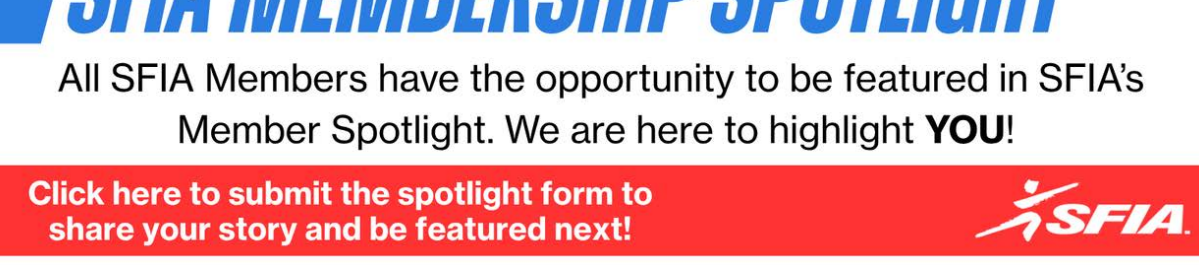
[Read Here](#)



ABC Draws Record 3.2M Viewers for US Open Men's Final

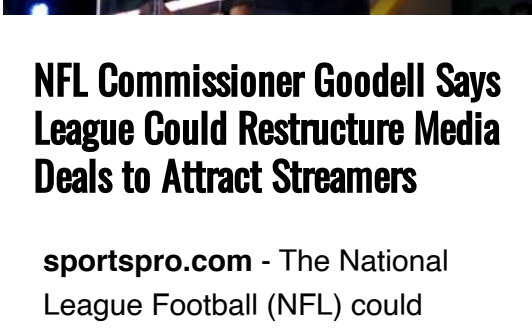
frontofficesports.com - The women's final drew 2.7 million viewers, up 13% from last year...

[Read Here](#)



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!](#)



NFL Commissioner Goodell Says League Could Restructure Media Deals to Attract Streamers

sportspro.com - The National League Football (NFL) could restructure its media packages...

[Read Here](#)



EXEC: Feng Tay Footwear Manufacturing Sales Volume Slips Back into Negative Territory in August

sgbonline.com - Feng Tay Enterprises, one of the longest-tenured manufacturers of Nike...

[Read Here](#)



U.S. Weakness Limits Global Sneaker Market Growth

sginews.com - Branded athletic footwear sales rose just 3% last year to \$104.971 million, up from...

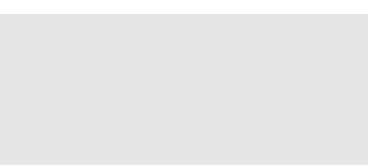
[Read Here](#)



The Biggest Headlines From NFL Week 1

thegistsports.com - The beautiful chaos of NFL Sundays is back like it never left, so let's sift through...

[Read Here](#)



Follow Us on Social Media

