

# DISCOVER THE WORLD OF FLAG.



Did you know that while youth participation in sports overall has **declined 13%** over the last decade, **more kids than ever are getting involved with flag football?**

**Flag is more than just a game** - it's a values-focused activity and community for your child to learn and grow with. See for yourself what makes flag the right choice for your family.

- The National Football Association

## WHY FLAG?



of surveyed parents agree that flag football should be available for kids of all ages

### Offers Inclusivity

A great sport for both boys and girls of all ages - even the younger ones. There are no height or weight restrictions, making it a game everybody can play.

### Promotes Fitness

Encourages physical activity and healthy movement, ensuring your child spends quality time away from the screen.

### Teaches Teamwork

Instills the critical value of teamwork and teaches your child how to play and interact well with others.

### Instills Sportsmanship

Teaches your child what being a good 'sport' and team player looks like, emphasizing what it means to win and lose gracefully.

### Favors Flexibility

Supports all skill levels and sports priorities - from fun competition to learning the fundamentals of football to prepare for a transition into tackle.

### Introduces Football

Provides a natural entry point into the world of football, creating opportunities for your child to learn, engage and grow with the sport.

### Builds Confidence

Equips your child with the skills to build and grow their confidence levels both on and off the field.



of surveyed parents agree that flag football is useful and/or necessary before transitioning to tackle

Over half of surveyed parents of current flag players agree that building confidence is a key benefit of flag

#1 Among surveyed parents of kids who play flag, **TEAMWORK WAS THE #1 BENEFIT** associated with the sport

The sport teaches you that **THINGS DON'T ALWAYS GO THE WAY YOU WANT.** Sometimes life is hard and you have to be gracious in the way you deal with others no matter the circumstances  
- Parent of a current player

## BET YOU DIDN'T KNOW!

Did you know that the National Association of Intercollegiate Athletics (NAIA) plans to launch **THE FIRST COLLEGE SANCTIONED WOMEN'S FLAG FOOTBALL LEAGUE** in the spring of 2021?  
- NFL Flag

"The game of football has become more athletic and **FLAG IS A GREAT ENTRY POINT TO THE GAME.** My kids definitely play."  
- Nate Burleson, NFL Legend and Legends Youth Advisory Committee Member

Did you know that between 2017 and 2019, **FLAG FOOTBALL PARTICIPATION AMONG 6-TO-12-YEAR-OLDS INCREASED BY 30%?** There were more flag players among this age group than tackle players!  
- Sports and Fitness Industry Association (SFIA)

## THE END-GAME:



### Supporting Community

Flag football creates a welcoming community for your child to be a part of and grow with across their journey with the sport.



### Sense of Achievement

Flag football provides an avenue for your child to celebrate their achievements, from winning games, to growing their trophy collection, to tracking progress and improvement in skills.



### Active Lifestyle

Flag football is a key tool in helping your child develop life-long healthy habits - instead of staying inside playing video games, flag gets them up, gets them out and gets them exercising.

Over half of all surveyed parents agree that **DEVELOPING FRIENDSHIPS WITH TEAMMATES** helped contribute to their child's love of the game



of youth say that their favorite after school activity is playing video games  
GFK MRI Kids Study

## SAFETY STATS:

NFL FLAG coaches must complete **yearly health & safety trainings**

NFL FLAG coaches complete **background check screenings** prior to the start of each season

The same standards and game rules **apply to all NFL FLAG leagues**