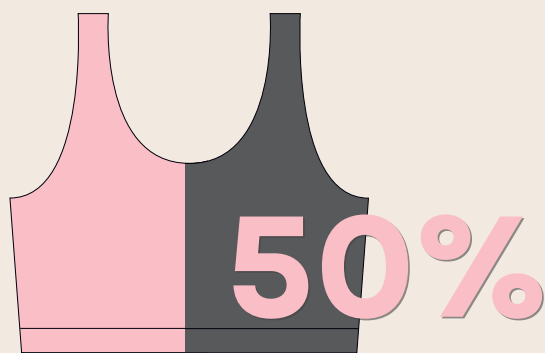


EMPOWERING GIRLS THROUGH PROPER ATHLETIC WEAR

Many parents say their daughters have skipped physical activity due to uncomfortable or ill-fitting athletic wear, especially sports bras. Survey findings reveal just how widespread this issue is and why proper gear matters.

PARTICIPATION BARRIERS ARE SIDELINING GIRLS



of fathers say there have been instances when their daughter avoided participating in gym class or physical activity because she didn't have a proper-fitting sports bra.



More than 1 in 2

parents say their daughter avoided being active because she felt uncomfortable with what she was wearing.

BUT WHEN ACTIVITY BECOMES ACCESSIBLE, THE OPPORTUNITY FOR GROWTH IS ENDLESS



84% of mothers say they believe sports and physical activity are important for building self-esteem.



74% of parents say they believe sports and physical activity are important for strengthening work ethic.



65% of parents say they believe sports and physical activity are important for teaching leadership skills.



64% of parents say they believe sports and physical activity are important for opening opportunities that could provide a better future for them.

Help Girls Thrive.

Get involved today to directly support girls access to the proper equipment.

Visit FLYFWD.org/Partnerships to start a program.

