



May 9, 2014

Marje Albohm  
President  
National Athletic Trainers' Association  
2952 Stremmons Freeway  
Dallas, TX 75247

Dear Ms. Albohm:

On behalf of the sporting goods and fitness equipment industries, the Sports & Fitness Industry Association applauds your leadership on the youth sports injury issue. We fully support the efforts of the Youth Sports Safety Alliance to improve safety in youth sports.

Advancements in sports medicine have enabled trainers, coaches, parents and school medical personal to better diagnose and treat sports-related injuries. As we collect more data and understand injuries more fully, SFIA believes we will improve safety and find ways to limit and possibly prevent certain injuries in the future.

Activity in the U.S. is at historic lows with 80 million Americans inactive. It is important to encourage our young people to participate in sports and other physical activities to provide the foundation for lifelong physical activity to improve health. The health of Americans is already challenged by inactive lifestyles and preventable chronic diseases; we need to encourage activity and find reasonable solutions to youth sports injuries. SFIA looks forward to working with you and the Youth Sports Safety Alliance to better protect our children from injuries and continued education on proper diagnosis, treatment and care when they occur.

SFIA represents more than 1,000 sporting goods & fitness brands, manufacturers, retailers and marketers in the industry who generate \$150 billion in annual domestic wholesale sales. Collectively, SFIA Members have more than 3,000 business locations, plants and distribution centers employing 375,000 people.

Thank you for inviting SFIA to be a part of the Youth Sports Safety Alliance, we look forward to contributing to the effort to improve safety in youth sports.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Cove", is positioned below the word "Sincerely,".

Tom Cove  
President & CEO