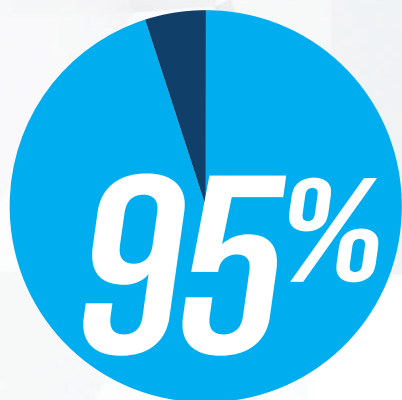


GROUNDBREAKING RESEARCH LINKS YOUTH SPORTS AND CAREER SUCCESS*



AT LEAST **6 IN 10**
BUSINESS OWNERS
HAVE PLAYED SPORTS OR BEEN INVOLVED IN
ATHLETICS IN THEIR YOUTH



AFFIRMED THAT PARTICIPATING IN
SPORTS AND ATHLETICS AT AN EARLY AGE
CAN MAKE A **POSITIVE DIFFERENCE** TO A
CHILD'S DEVELOPMENT

"Sports gives you a duty, a responsibility, as a leader and as a team member. Kids understand in order to play a sport, they need to perform at a certain level in the classroom as well. That builds motivation."

—Bruce Bowen, Three-Time NBA Champion

LARGEST REGIONAL SURVEY OF ITS KIND CONSISTING OF
325 BUSINESS AND OPINION LEADERS IN THE SAN ANTONIO METRO AREA

*San Antonio Sports Survey September 2018 conducted by Core Research.



57%
OF **BUSINESS LEADERS**
ATTRIBUTED THEIR YOUTH SPORTS
EXPERIENCE TO THEIR
CAREER SUCCESS

BUSINESS LEADERS
BELIEVE THE
MOST IMPORTANT BENEFIT FROM
PLAYING SPORTS COMES
FROM
BEING PART OF A TEAM

