

TurfTalk

INVESTING IN EDUCATION

VOLUME 6



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With more elementary, high-school and collegiate installations than any other turf manufacturer on the planet, nobody understands the needs of educational institutions like FieldTurf. At FieldTurf we recognize the relationship between academics and athletics and the positive impact that a safe, reliable and durable field can have on a student's grades and success rate.

Over the years, extensive nation-wide research has been conducted on the impact of sports on education. Studies were designed and implemented with the intent on measuring the effects of sports on graduation success rates, grade point averages and attendance. The results of the research were consistent throughout. According to The National Federation of High Schools, the following relationship exists between participation in athletics and academic success:

“Activities support the academic mission of schools. They are not a diversion but rather an extension of a good educational program. Students who participate in activity programs tend to have higher grade-point averages, better attendance records, lower dropout rates and fewer discipline problems than students generally.”



The following nationwide performance results further reinforce the academic importance of investing in a reliable and cost effective sports program:

In a comprehensive, statewide study of the academic performance of high school student-athletes in North Carolina over a three-year period, the North Carolina High School Athletic Association found significant differences between athletes and non-athletes. Five criteria were used, including grade-point average, attendance rates, discipline referrals, dropout rates and graduation rates for the 1994-95 academic year. In all five criteria, the athletes demonstrated superior results.

	Athletes	Non-athletes
Grade-point average	2.86	1.96
Average number of absences per 180-day school year	6.52 days	12.57 days
Discipline referrals	30.51%	40.29%
Dropout rate	0.7%	8.98%
Graduation rate	99.56%	94.66%

A study of nearly 22,000 students conducted by a University of Colorado professor for the Colorado High School Activities Association (released in the fall of 1999) indicates that students who participated in sports demonstrated a grade-point average of 3.093 on a 4.0 scale, while the GPA for non-participants was 2.444.

High school students in New Mexico also saw a strong relationship between athletics and academic success. In New Mexico, student athletes had a 2.80 grade-point average, compared to 2.00 for non-participants, according to a 1992 survey by the New Mexico Activities Association. The survey also indicated that more than 60 percent of the state's principals found that GPAs of at-risk students improved by being active in interscholastic activities.

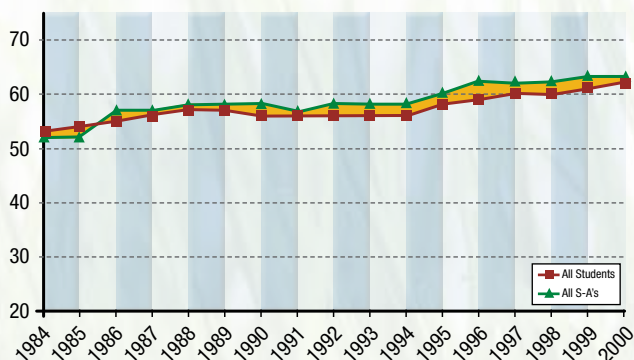


A 1990-91 study in the Randolph County (NC) school system showed a strong correlation between participation in athletics and positives such as improved grades and increased attendance rates. The most interesting statistic was in relation to success rates as none of the athletes dropped out of school, while 3.7 percent of the general population dropped out.

The NCAA also investigated the relationship between athletics and academics. The results of their 16 year study found that student-athletes demonstrated a higher graduation success rate than non-student-athletes.

NCAA Research Related to Graduation Rates of Division I Student-Athletes 1984 - 2000

Federal Graduation Rates of All Student-Athletes versus All Students at Division I Institutions



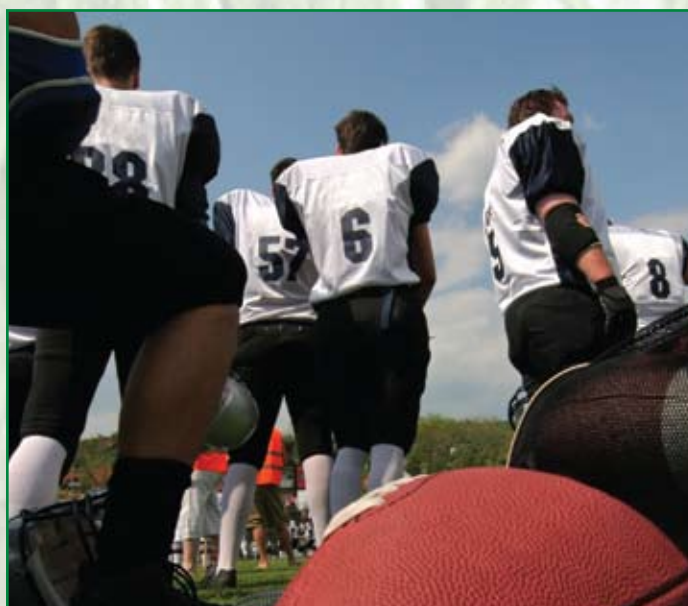
Further confirming the connection between sports and academics is the fact that student athletes who participate in field related activities such as soccer, football and lacrosse miss approximately 26 hours of class per year for game-day travel time. Between the 7th and 12th grade, the average student athlete will be absent from 156 hours of class. Despite this seemingly

devastating drawback, students who participate in athletics have been able to maintain higher academic results than those not involved, a true testament to the power and importance of sports.

With such a proven and profoundly positive influence of sports on educational success, the challenge for school boards and school districts remains in relation to facility use and availability. Ideally, every student would be provided with an equal opportunity to experience the academic benefits which athletics introduce. However, with increasing demands, growing student populations and shrinking budgets, finding the time to accommodate everyone can become a difficult task.

At FieldTurf, we understand the predicament and are proud of our ability to provide the solution for the lack of field availability. Thanks to our industry leading artificial turf fields, we are able to maximize the student's potential for success and the school's return on investment at the same time!

With a FieldTurf field, schools have the potential to save over \$50,000.00 each year on money which would have normally been reserved for maintaining a natural



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grass field. Without the need to mow, water, re-seed, re-sod and fertilize, combined with FieldTurf's proven history of fields that have lasted for 10 years, each FieldTurf field can save a school over \$500,000.00 over the course of its lifespan. The extended use capabilities also enable the school to generate additional revenue from field rentals. With so much money generated and saved by each FieldTurf field, schools who install FieldTurf benefit from the access to additional funds for books and school expenditures which would have normally been reserved for natural grass field maintenance.

Regarding use, FieldTurf offers students and athletes with unparalleled availability that maximizes a student's opportunity for athletics. Unlike grass, FieldTurf fields never require downtime for field resting or re-sodding. Weather cancellations and time lost due to heavy rainfall will also become a thing of the past as FieldTurf's naturally porous backing facilitates simple, timely and effective drainage. As a true all-weather system, FieldTurf will provide for 32,400 more hours of use than a natural grass field over its lifespan.

When compared to some of the other lower priced turf competitors, the durability and quality of the FieldTurf system facilitates 24,000 more hours of use for the end user as FieldTurf fields have been proven to last twice as long. The secret to FieldTurf's ongoing success and reputation as the most durable turf on earth, comes as a result of the quality of its materials, the experience and techniques of the in-house installation teams, the mass and composition of the infill and the 30+ patents which keep the FieldTurf formula unique.

With a confirmed history of durability, those who have invested in FieldTurf for their students and athletes have been experiencing all the benefits of the world's longest lasting, high performance fields.

As we look to the students of today to lead us into the world of tomorrow, the importance of providing all students with an equal opportunity for success is greater than ever. With such a positive correlation between athletics and academic success, FieldTurf is proud of its ability to supply all students with a source of physical and educational enrichment. When it comes to education, no sports surface facilitates more use and offers a greater return on investment. With FieldTurf you truly are receiving the greatest turf on earth.



Bergen Catholic High School



Don Bosco Prep High School



Pope John XXIII Regional High School



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