



## SPECIAL NEWS BULLETIN –NEW PARTNER ANNOUNCED!



StreetGames is pleased to announce a new three year partnership with Coca-Cola Great Britain that will increase sport and training opportunities to help develop a lasting legacy of improved grassroots sports provision for young people living in the UK's most disadvantaged communities.

Officially launched last Thursday by the Minister for Sport and Olympics, Hugh Robertson, Coca-Cola Great Britain's funding will allow StreetGames to deliver an improved sporting experience to over 110,000 young people throughout the country through:

- A new programme of 300 neighbourhood festivals, directly touching around 46,000 people
- The first ever StreetGames Sport for Change Training Academy, equipping 100 tutors to deliver 11 specific new Street Games training courses to around 6,000 coaches
- Helping StreetGames to grow by creating more opportunities for young people

We will be in touch with projects about opportunities to host neighbourhood festivals very soon but in the meantime, take a look at details of the launch event, and the Minister's comments on the partnership, here [http://www.culture.gov.uk/news/news\\_stories/7488.aspx](http://www.culture.gov.uk/news/news_stories/7488.aspx).

### **Jon Woods, Country Manager, Coca-Cola Great Britain & Ireland, said:**

*“By working with communities through projects like StreetGames we hope we can help consumers live more active lifestyles. By drawing on the appeal of the Olympic Games and the popularity of our many brands, our ambition is to encourage positive behaviour change among a traditionally hard-to-reach audience.”*



**Jane Ashworth, Chief Executive, StreetGames added:** *“The London 2012 Olympic & Paralympic Games presents one of the biggest opportunities this country has ever seen for boosting grassroots sports participation. It is our ambition to make sport as accessible as possible to young people living in disadvantaged communities, ensuring that they have the same chances to enjoy and excel at sport that others have. Our new partnership with Coca-Cola Great Britain will aid that mission, enabling us to empower local sports deliverers through increased training opportunities and to increase the number of events available to young people.”*

This new partnership is part of StreetGames' ongoing commitment to forging links that will help change the sporting landscape and make doorstep sport a legacy of the 2012 Olympic & Paralympic Games.

