

sporting champions

Annie Vernon - Sportivate rowing project in Cornwall

Sporting Champions



GB rower [Annie Vernon](#) was selected for the **Sportivate** rowing project '[Learn to row in Looe](#)' in order to inspire the young people (irregularly active/mixed) participating to raise their own aspirations.



[Annie Vernon](#) visited the '[Learn to row in Looe](#)' project on the 15th July and the 10th August 2015 as part of a joint strategic approach to sport for 11-25 year olds by [Cornwall Sports Partnership](#) involving a range of local, regional and national partners to give participants the opportunity to get free sports coaching over eight weeks.

Media Activity



A bespoke media invite to attend the **Sportivate** sessions with [Annie Vernon](#) were sent out by the deliverer (the [Cornwall Sports Partnership](#) team) in conjunction with [Sporting Champions](#) to local media outlets

A bespoke press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from [Annie Vernon](#). The press release formed the basis of articles for news outlets including [Gig Rower](#).

Social media guidelines (including Twitter hash-tags) were sent to [Annie Vernon](#) - who was briefed to stay involved in social media chats throughout the project.



Post visit

Sporting Champion [Annie Vernon](#) said:

"I hope I inspired the participants, I tried to enthuse them by telling them the best things about doing sport, which for me is more about getting out into the open air, seeing our coastline from a boat, racing and working in a team with their friends. I really just tried to encourage them to have a go!"



Young Person Quote:

"Not been this close to a star before!!"

Beryl Tregear of Looe rowing club said:

"Annie is very relaxed with young people, and accepted the fact that 21 young people was a nightmare to organize into gigs of 6 rowers with two boats. The weather was perfect for rowing and Annie's knowledge and experience was great she was happy to relay this, she is happy to work with all levels of experience and talks easily to everyone!"

Reach of Media Coverage: **79,476 people**

AVE (Advertising Value Equivalent): **£2140.22**

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