

Sporting Champions



England volleyball player [Chris Gregory](#) was selected to visit the satellite volleyball club in Horndean, Hampshire on the 6th June, 10th October and 14th November 2015 to inspire the young people (Actives/Mixed) participating to raise their aspirations.

Special feature of this satellite club

The volleyball club at [Horndean Technology College](#) is a [satellite club project](#). The club involved in the visit has been led by Beverley Cooper – who requested volleyball star [Chris Gregory](#) as the Sporting Champion for the project.

Media Activity

A bespoke media invite to attend the satellite club sessions with [Chris Gregory](#) were sent out by the deliverer 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 [Chris Gregory](#). The press release formed the basis of articles for news outlets including [Sport Hampshire & IOW online](#)

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



Post visit

Sporting Champion [Chris Gregory](#) said:

"I informed the group of my beginnings in my sport and that I began much later than they did.... And that I was a regular pupil at school just like them, I didn't play for any of the top teams at School. My lasting message was anything is possible and don't be afraid to try new things as you will now know what you are capable of until you try."



Deliverer Beverley Cooper said:

"Our juniors responded very well to Chris. He has a natural manner which puts the juniors at their ease but still motivated them to do their very best for him. The adults that organize the club agreed we hadn't seen such big smiles on our junior's faces before- they must have gone home with aching cheeks! Chris has a range of activities that were fun pitched well and ensured 100% participation for all players. One of the juniors stated 'that was brilliant' while one of the coaches said 'that has made me realise our juniors can do more.' Chris was fantastic."



Reach of Media Coverage: **19657** people

AVE (Advertising Value Equivalent): £ **463.50**

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