

Claire Bennett – Hertfordshire Summer School Games June 2016

Over Sporting Champion



GB Olympic and Commonwealth Fencer [Claire Bennett](#) was asked to attend the [Hertfordshire Summer School Games](#) in her role as one of [Sport England's Sporting Champions](#) to support the key messages in inspiring young people participating to raise their aspirations.

Hertfordshire School Games 2016

The [Hertfordshire Summer School Games](#) finals took place on 30th June 2016 at Oaklands College, St Albans, Herts. [Claire Bennett](#) inspired and welcomed over **1,000** competitors at the opening ceremony by giving a short inspirational speech about her own personal journey. She then attended the various sports taking place that day to support and engaged with the young athletes and encouraged team work.

Media Activity

Bespoke media invites to attend [Hertfordshire Summer School Games](#) featuring [Claire Bennett](#) were sent out by the Local Organising Committee ([Hertfordshire Summer School Games](#)) in conjunction with [Sporting Champions](#) to local media outlets.

Also, a bespoke press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from [Claire Bennett](#). The press release formed the basis of articles for news outlets including a press release published by [Hertfordshire CSP](#).

Social media guidelines (including Twitter handles and hash-tags (@sportinherts @yourschoolgames #raiseaspirations) were sent to [Claire Bennett](#) - who was briefed to stay involved in social media.



Post visit

Post visit local coverage included the [Hertfordshire Mercury](#) and [Herts Advertiser](#).

Sporting Champion [Claire Bennett](#) said: “The energy throughout the day was unbelievable and I left feeling uplifted and inspired by every single young person who gave it their all”.

Hertfordshire Summer School Games organiser **Tanya**

Angus said: “Claire emphasised belief in yourself and always try your best. She also promoted the School Games values. During the rest of her visit she spoke to many of the children encouraging them all in the various sports and to give everything a go”.

Young person said: “I have never had a medal, never thought I would win a medal or hold one - getting it from the special lady made it even better”. Age 9 (young male athlete with physical impairment).



Reach of Media Coverage: 56,727 people

AVE (Advertising Value Equivalent): **£4688.50**

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