

## Harry Aikines-Aryeetey – Derbyshire School Games

### Sporting Champions



GB sprint athlete [Harry Aikines-Aryeetey](#) was selected for the [Derbyshire School Games](#) in order to inspire the young people (Active/Mixed) participating to raise their own aspirations.

#### Derbyshire School Games

[The Derbyshire School Games](#) took place on the 7<sup>th</sup> July at [Trent College](#) and was attended by over 1000 young people, both male and female. The young people competed in 11 events across 7 different sports, [Harry Aikines-Aryeetey's](#) role was to give an inspirational speech at the welcoming ceremony and then attend the various competitions to support, engage with and raise aspirations of the participants..

### Media Activity

Bespoke media invites to attend the 2015 [Derbyshire School Games](#) featuring [Harry Aikines-Aryeetey](#) were sent out by the Local Organising Committee ([Derbyshire Sports Partnership](#)) in conjunction with [Sporting Champions](#) to local media outlets.

A bespoke press release agreed by [Sporting Champions](#) and the Local Organising Committee was sent out featuring quotes from [Harry Aikines-Aryeetey](#). The press release formed the basis of articles for news outlets including [Derby Telegraph](#), [Derbyshire Sport](#), [Derbyshire Times](#) and the [Yorkshire Evening Post](#)

Social media guidelines (including Twitter handles and hash-tags @sportinherts #raiseaspirations) were sent to [Harry Aikines-Aryeetey](#) - who was briefed to stay involved in social media conversations throughout the project.



## Post visit

News outlets including the [Derby Telegraph](#), [Derbyshire Sport](#), [Derbyshire Times](#) and the [Yorkshire Evening Post](#) featured news stories detailing [Harry Aikines-Aryeetey](#)'s visit to the [Derbyshire School Games](#).



**Sporting Champion [Harry Aikines-Aryeetey](#) said:** *“At the games I spoke about overcoming challenges and the internal rewards that gives young people. I gave examples of how opportunities like the School Games can lead to future successes. I raised aspirations by interacting with the competitors and answering all their questions.”*

**Lewis Adams from [Derbyshire Sports Partnership](#) said:** *“It was great to have Harry AA attend our Derbyshire School Games event. He was extremely popular with the young people and helped to raise the impact of our opening ceremony by taking part in the flag procession, giving a speech and speaking to VIPs. He then spent the afternoon touring the sports competitions and it was really nice to see him enjoying interacting with all the competitors.”*

Reach of Media Coverage: **22930 people**

AVE (Advertising Value Equivalent): **£615**

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