

Jenna Downing – South Yorkshire Sport Sportivate Roller Sport

Sporting Champions



World inline skating champion [Jenna Downing](#) visited a [Sportivate](#) Girls' Roller Sport project in Sheffield on 22nd May, 4th Sept and 18th Sept 2016 to encourage **18 inactive young females** to try her sport and adopt a longer term healthy lifestyle.

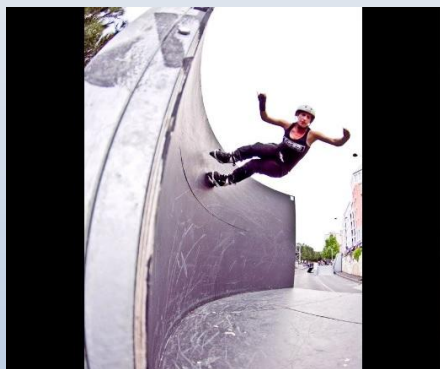
Special feature of this [Sportivate](#) roller sport project

The roller sport sessions run by [Sheffield Steel Junior Rollers](#) have been funded through [South Yorkshire Sport](#). Jenna was able to offer her full support for this [Sportivate](#) project, which is part of a joint strategic approach to sport for 11-25 year olds in South Yorkshire and across England, involving a wide range of local, regional and national partners to give young participants the opportunity to get free sports coaching over a six- eight week period.

Media Activity

A bespoke press release and poster agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from World inline skating star [Jenna Downing](#). The press release formed the basis of articles for news outlets.

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



Sporting Champions @SportingChamp1 · May 21
ONLY 1 DAY til @Jenna_Downing #raisesaspirations @SheffJrRollers #sportivate THX to @Sport_England @SYSport 1



Tweet activity	
Sporting Champions @SportingChamp1 TODAY sees @Jenna_Downing @Sport_England @SYSport @SheffJrRollers #sportivate #raisesaspirations pic.twitter.com/vWtX0o0FLJ	Impressions 765 Total engagements 23 Media engagements 12 Detail expands 4 Profile clicks 3 Retweets 2 Likes 2
Reach a bigger audience Get more engagements by promoting this Tweet	

Post Visit

Media coverage post visit of [Jenna Downing](#)'s visits included-

The Star - <http://bit.ly/1Y8ib4T>

www.briefreport.co.uk - <http://bit.ly/1Uz2deK>

www.enginenews.co.uk - <http://bit.ly/1X9PCox>

[Sheffield Steel Rollers FB page](#)

Sporting Champions website - [Jenna's blog](#)

Quotes following Jenna's visit included –

Anthony Larsen ([Sheffield Steel Junior Rollers](#)) said:
"The children and parents found her very inspiring and were incredibly impressed with what she could do on skates."

Lily Gaskell ([Sheffield Steel Junior Rollers](#)) said: "Jenna inspired our Junior roller skaters to work hard to achieve their goals and she showed them being a female in a male dominated sport did not hold her back."

[Jenna Downing](#) said: "The young people seemed very excited to have me as part of their training session, they enjoyed showing me their skills and tricks and enjoyed listening and watching something a little bit different. Parents also came to listen to me speak with many of them saying it was "very inspiring."



Reach of Media Coverage: **148,135 people**

AVE (Advertising Value Equivalent): **£3953**

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