

Jill Scott – Greater Manchester Summer School Games 2016

Sporting Champion



England Football star [Jill Scott](#) was asked to attend the [Greater Manchester Summer School Games](#) in her role as one of [Sport England's Sporting Champions](#) to support the key messages in inspiring **2,000 young people** participating to raise their aspirations.

Greater Manchester School Games 2016

The [Greater Manchester Summer School Games](#) finals took place on 6th July 2016 at Eastlands Athletics Arena, Manchester. [Jill Scott](#) inspired and welcomed 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 the [Greater Manchester Summer School Games](#) featuring [Jill Scott](#) were sent out by the Local Organising Committee ([Greater Manchester 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 [Jill Scott](#). The press release formed the basis of articles for news outlets including a press release published by [Greater Manchester Summer School Games](#).

Social media guidelines (including Twitter handles and hash-tags (@Sport_England, @YourSchoolGames, @GreaterSport #GMSchoolGames #SSG2016, #raiseaspirations) were sent to [Jill Scott](#) - who was briefed to stay involved in social media.



Post visit



Post visit local coverage included the [Greater Sport Website](#), [Rochdale Online](#) plus [St Pauls Primary School](#) website.

Sporting Champion Jill Scott said: “Having represented England at major events like the World Cup, I feel it is really important for me to give something back to sport because it has given me so much. That is why I love being a

Sport England Sporting Champion and working with young people”.

Karen Bradley, Greater Manchester Summer School Games Organiser said: “The excitement over Jill was fantastic. Hundreds of kids wanted to speak with her/get pictures or her autograph. That was before she went to the girls’ football!”

Young person said: “It was so exciting to meet Jill and she even signed my lanyard. She came to watch us play football too!” Female footballer, Age 11



Reach of Media Coverage: 28,894 people

AVE (Advertising Value Equivalent): £ 6017.50

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