

## Mark Hawkins – Active Sussex Satellite Handball Club



### Sporting Champions

Great Britain handball player [Mark Hawkins](#) was selected to visit the handball [satellite club](#) at Sussex University in Brighton on 23rd January, 6<sup>th</sup> February and 19<sup>th</sup> March 2016 to inspire the young people participating to raise their aspirations.

### Special feature of this [satellite club](#)

The handball [satellite club](#) at Sussex University is funded by [Active Sussex](#) and being run by [Brighton Handball Club](#). The coach, Herdis Steingrims requested volleyball star [Mark Hawkins](#) as the Sporting Champion for the project to try and encourage more young people to take up handball.

### Media Activity

A bespoke press release agreed by [Sporting Champions](#), [Active Sussex](#) and the deliverer was sent out featuring quotes from [Mark Hawkins](#). The press release formed the basis of articles for news outlets including [The Argus](#), [West Sussex County Times](#) and [Horsham Gazette](#) and was shared with [England Handball](#).

Social media guidelines (including Twitter hash-tags) were sent to [Mark Hawkins](#) - who was briefed to stay involved in social media chats throughout the project and shared with [Active Sussex](#), [Brighton Handball Club](#) and [England Handball](#).



## Post visit

Following [Mark Hawkins'](#) visits a bespoke post visit press release was sent out by [Active Sussex](#) to the local press ([The Argus](#), [West Sussex County Times](#) and [Horsham Gazette](#)). [Mark Hawkins](#) also wrote a [blog](#) about the impact of each of his visits, publicized via Twitter.

Tweet Activity

	<b>Sporting Champions</b> @SportingChamp1 What an inspiring blog @GBHandball_MH20 @Sport_England @activesussex @Brighton_BHC visit <a href="http://bit.ly/111gicN">http://bit.ly/111gicN</a> <a href="http://pic.twitter.com/ZCJnH0g2TB">pic.twitter.com/ZCJnH0g2TB</a>	Impressions	617
		Total engagements	10
		Media engagements	5
		Detail expands	2
		Retweets	1
		Likes	1
		Profile clicks	1

**Sporting Champion [Mark Hawkins](#) said:**

“It was a real fun environment catering for beginners and regular players alike and I would have loved to have come and started playing when I was their age. It was great to have some new players come to the sessions and hopefully I have encouraged them to attend again.”



**Deliverer Herdis Steingrims said:**

“Mark is very knowledgeable, experienced and accomplished handball player and this comes across in his coaching. Both players and coaches learnt a great deal from his session. The boys found the training great fun and he showed them how to play handball with confidence.”

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