

## Mike Mullen – London Sport Satellite BMX Club

### Sporting Champions



2016 UK BMX Champion Pro Halfpipe [Mike Mullen](#) visited a [satellite BMX club](#) at Burgess Park BMX Track on 14<sup>th</sup> July 2016 and on 8<sup>th</sup> September 2016 to encourage twelve irregularly active boys and eight irregularly active girls to try his sport and adopt a longer term healthy lifestyle.

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

The BMX sessions run by [Access Sport](#) have been funded through [London Sport](#). [Mike Mullen](#) was able to offer his full support for the club which is part of a joint strategic approach to sport for young people in London and across England, involving a wide range of local, regional and national partners to help encourage young people taking part in physical activity within school hours to develop healthy behaviours and be physically active at their local community clubs in their free time.

### Media Activity

A bespoke press release and poster agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from former world BMX champion [Mike Mullen](#). The press release formed the basis of articles for news outlets.

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



## Post Visit

Media coverage post visit of [Mike Mullen](#)'s visits included-

Access Sport website: <http://bit.ly/2b3lkPd>

London Sport: <http://bit.ly/2b6lFIO>

## Feedback on Mike's visit included –

**Nathaniel Martin** (satellite club coach) said: "It was great to have Mike supporting the session. The young people enjoyed the opportunity to ride with him. I think that they all tried to improve throughout the session because Mike was there."

**Gareth Smith** (Club Development Officer, London Sport) said: "Mike took the time to speak with all the young people attending the satellite club. Both boys and girls responded enthusiastically to his advice and could relate to him through the sport of BMX."

**Mike Mullen** said: "It's brilliant to see so many young people involved in BMX. Opportunities like this are so valuable to young people and they clearly value the experience. There is a real sense of community here and it is helping to give these young people guidance and a sense of direction."



Reach of Media Coverage: **10,701 people**

AVE (Advertising Value Equivalent): **£1051.04**

**Sporting Champions** is powered by the partnership of [Inspired Exchange](#) and [Dame Kelly Holmes Trust](#)

**Sportivate**

inspired  
by 2012



sporting  
champions

inspired  
exchange

**DAME KELLY  
HOLMES TRUST**