

Sue Smith - Sportivate "Get Girls into Football"

Sporting Champion



England footballer [Sue Smith](#) was selected to attend a [Sport England](#) funded [Sportivate project](#) "[Get Girls into Football](#)" in order to inspire the young inactive females participating to raise their own aspirations. The initial visits took place at the Balby Academy of Sport in Doncaster on the 13th and 27th May. [Sue Smith](#) then followed up with an exit route visit on the 16th December to see the [Sportivate project](#) participants who had transitioned into the exit route club [Doncaster Rovers Belles](#).

Special feature of the [Sportivate project](#)

["Get Girls into Football"](#) is a [Sportivate project](#) funded by [South Yorkshire Sport](#) on behalf of [Sport England](#). It is part of a joint strategic approach to sport for 11-25 year olds in Doncaster and involves a range of local, regional and national partners to give participants the opportunity to get free sports coaching over eight weeks.

Media Activity

A media press release detailing [Sue Smith's](#) visits to the project was sent out by the deliverer in conjunction with [Sporting Champions](#) and the local County Sports Partnership [South Yorkshire Sport](#) to local media outlets.

A press release agreed by [Sporting Champions](#) and the deliverer was sent out featuring quotes from [Sue Smith](#). The press release formed the basis of articles for news outlets including, [South Yorkshire Sport](#) and also featured on [trax fm's](#) website.

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



Post visit

Sporting Champion Sue Smith said:

“One of the girls who is a foster child and used to play football in the country she was born – said to me that she can’t wait for Wednesday afternoon so she can come and play football she wants to continue and hopefully join a team. Being a part of that feels special”



Michelle Cresswell, deliverer of the Sportivate Project said:

“Our Sporting Champion, Sue Smith was on the pitch to greet the girls as they arrived for the session and she had a big smile for all of them. The girls were both shy and excited and nothing seemed to be too much trouble for Sue. A brilliant session and an inspirational Sporting Champion”.



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