**Post-Games Template Press Release**

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| **PAGE HEADER**  *\*Delete as applicable* | **LOCAL PRESS RELEASE**  **FOR IMMEDIATE RELEASE/NOT FOR RELEASE UNTIL 00:00 hours on (date month)\*** |
| **HEADLINE**  *Keep it factual, it will quite likely be changed before publication anyway.* | **THIRD NORK COMMUNITY GAMES ATTRACTS 800 PEOPLE** |
| ***THE FIRST PARAGRAPH***  *This should immediately engage the reader. If press releases get cut, they are usually cut from the bottom, so get the important information in early! Think about:*   * *Was it your first Community Games?* * *What was the best thing about your Games?* * *How many people attended?* | The third Nork Community Games took place last Saturday (9th August) in Nork Park and attracted more than 800 local residents, who enjoyed a day packed with sporting and cultural activities. The highlight of the day was the appearance by Team GB Olympic gymnast and Nork resident Ann Jones who wowed everyone with a demonstration of her amazing skills and spent a couple of hours chatting to young people and signing autographs. |
| ***DETAILS***  *This is where you should provide the rest of the important details. Explain what happened on the day and what the particular successes were. Please ensure you include the paragraph on Community Games highlighted in the example on the right.* | The Games were officially opened by the Mayor of Nork, Councillor Theresa Owens.  Under a glorious blue sky, people of all ages enjoyed craft sessions and come-and-try sports sessions staged by a variety of local clubs. Streetdancing proved very popular, with the oldest participant being 83!  The Nork Male Voice Choir kept everybody entertained throughout the day.  Community Games was originally created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Since January 2012, more than 2,500,000 people have taken part in local events across the country. Community Games is delivered by the County Sports Partnership Network and the YMCA. |
| ***QUOTES***  *Quotes will add interest to your release. Try to incorporate one from a local dignitary or personality and you can also use the quote from David Moorcroft for your Games.* | Olympian and Community Games Ambassador, David Moorcroft OBE, said, “I’m really pleased that the (Name) Community Games is contributing to the Legacy from London 2012 and it’s great that the residents of (place) celebrated together, inspired by the largest sports event this country has ever seen.”  Anne Smith, Chair of the Friends of Nork Park said, “The event was a great success, and all day people were telling us how much they were enjoying themselves. Community Games is very definitely part of Nork’s annual calendar now!”  To see photos from our Community Games please visit our facebook page: [www.facebook.com/pages/nork\_community\_games](http://www.facebook.com/pages/nork_community_games)  **-ENDS-** |
| ***CONTACT DETAILS***  *Ensure you include your name, number and email so that the journalist can get hold of you if they want more information. If they do contact you, try to respond as quickly as possible – they may want to make a special feature of your Games and have a tight deadline to meet.* | **Anne Smith**  Chair of Friends of Nork Park  e: Anne@FONP.co.uk  w: www.FONP.co.uk  t: 01234 567 890  **Notes to Editors** |
| ***NOTES TO EDITORS***  *This is where you can provide any relevant background information – all press releases you send out must include the information on the right in your Notes.* | **Community Games**   * The Community Games programme was launched in the West Midlands in 2010 and was originally funded for three years by Legacy Trust UK. In 2012 the programme received funding from the Government’s Social Action Fund, with additional funding allocated in 2013. * Since January 2012 more than 3,500 communities have staged Community Games events, which have been enjoyed by more than 2,500,000 participants. * The Community Games are inspired by the Wenlock Olympian Games founded by Dr William Penny Brookes in 1850 and still held annually in Much Wenlock, Shropshire. The Wenlock Olympian Games were the inspiration behind the modern Olympic Games when Baron Pierre du Coubertin, founder of the modern Olympic movement, visited the games in 1890. The Community Games programme pays homage to a community event that inspired a global event, and now uses that global event to inspire a new raft of community events.   **Legacy Trust UK**   * Legacy Trust UK is an independent charity set up to create a lasting cultural and sporting legacy from London 2012 in communities across the UK.   **The YMCA**   * Founded 166 years ago, the YMCA is the largest and oldest youth charity in the world, operating in over 250 communities in England with 135 local representations. * In England, the YMCA offers accommodation and vital support that enables a young person to live independently, grow, achieve and contribute to their community.   **The County Sports Partnership Network (CSPN)**   * The County Sports Partnership Network brings together 49 County Sports Partnerships from across England, and is responsible for supporting the delivery of national sports policy at a local level by shaping it to the needs of local communities. * The CSPN brings together the knowledge and expertise of a range of local delivery partners – including local authorities, clubs and schools – which enables it to use resources in the most efficient way possible to deliver sport in local communities.   For further information visit: [www.communitygames.org.uk](http://www.communitygames.org.uk) |

*So your finished press release will look something like the example over the page:*

**LOCAL PRESS RELEASE FOR IMMEDIATE RELEASE**

**THIRD NORK COMMUNITY GAMES ATTRACTS 800 PEOPLE**

The third Nork Community Games took place last Saturday (9th August) in Nork Park and attracted more than 800 local residents, who enjoyed a day packed with sporting and cultural activities. The highlight of the day was the appearance by Team GB Olympic gymnast and Nork resident Ann Jones who wowed everyone with a demonstration of her amazing skills and spent a couple of hours chatting to young people and signing autographs.

The Games were officially opened by the Mayor of Nork, Councillor Theresa Owens.

Under a glorious blue sky, people of all ages enjoyed craft sessions and come-and-try sports sessions staged by a variety of local clubs. Streetdancing proved very popular, with the oldest participant being 83!

The Nork Male Voice Choir kept everybody entertained throughout the day.

Community Games was originally created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Since January 2012, more than 2,500,000 people have taken part in local events across the country. Community Games is delivered by the County Sports Partnership Network and the YMCA.

Olympian and Community Games Ambassador, David Moorcroft OBE, said, “I’m really pleased that the (Name) Community Games is contributing to the Legacy from London 2012 and it’s great that the residents of (place) celebrated together, inspired by the largest sports event this country has ever seen.”

Anne Smith, Chair of the Friends of Nork Park said, “The event was a great success, and all day people were telling us how much they were enjoying themselves. Community Games is very definitely part of Nork’s annual calendar now!”

To see photos from our Community Games please visit our facebook page: [www.facebook.com/pages/nork\_community\_games](http://www.facebook.com/pages/nork_park_community_games)

**-ENDS-**

For more information contact Simon Taylor on 0123 456 7890 or at [simontaylor@aol.com](mailto:simontaylor@aol.com)

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**Community Games**

* The Community Games programme was launched in the West Midlands in 2010 and was originally funded for three years by Legacy Trust UK. In 2012 the programme received funding from the Government’s Social Action Fund, with additional funding allocated in 2013.
* Since January 2012 more than 3,500 communities have staged Community Games events, which have been enjoyed by more than 2,500,000 participants.
* The Community Games are inspired by the Wenlock Olympian Games founded by Dr William Penny Brookes in 1850 and still held annually in Much Wenlock, Shropshire. The Wenlock Olympian Games were the inspiration behind the modern Olympic Games when Baron Pierre du Coubertin, founder of the modern Olympic movement, visited the games in 1890. The Community Games programme pays homage to a community event that inspired a global event, and now uses that global event to inspire a new raft of community events.

**Legacy Trust UK**

* Legacy Trust UK is an independent charity set up to create a lasting cultural and sporting legacy from London 2012 in communities across the UK.

**The YMCA**

* Founded 166 years ago, the YMCA is the largest and oldest youth charity in the world, operating in over 250 communities in England with 135 local representations.
* In England, the YMCA offers accommodation and vital support that enables a young person to live independently, grow, achieve and contribute to their community.

**The County Sports Partnership Network (CSPN)**

* The County Sports Partnership Network brings together 49 County Sports Partnerships from across England, and is responsible for supporting the delivery of national sports policy at a local level by shaping it to the needs of local communities.
* The CSPN brings together the knowledge and expertise of a range of local delivery partners – including local authorities, clubs and schools – which enables it to use resources in the most efficient way possible to deliver sport in local communities.

For further information visit: [www.communitygames.org.uk](http://www.communitygames.org.uk)