



July 2024

Find Your Active Communications Toolkit

Key messages

- July sees the start of the summer of sport and it's a time to celebrate how events bring people together and also are a worldwide source of inspiration.
- Encouraging young people to watch and become involved in sporting events can inspire them to try something new and join a local club or group that can be carried into adulthood.
- Love Parks Week highlights how outside spaces can be utilised for physical activity and trying new sports with large spaces and increased benefits from moving in fresh air.

Sample website / newsletter copy

Let's celebrate the array of sport captivating us this summer! From the youngest fans to the oldest enthusiasts, the coming month provides a unique opportunity to witness the incredible feats of ability and spirit of perseverance that makes those competing successful.

The Olympic Games is often regarded as the pinnacle of international events and highlights how physical activity can unite people across the globe and inspire a generation who may be exploring what activity works for them. Over 30 sports will be broadcast and showcased during the Olympics in Paris and it's an amazing opportunity to appeal to a younger audience, showing them people from different cultures and background can achieve greatness with determination, perseverance and teamwork.

The Move With Us campaign embodies the belief that engaging young people in physical activity can enrich their development and also their mental wellbeing. The monthly movemakers are another example of highlighting a specific activity and its benefits from football to swimming. Showcasing the variety of options available to young people will hopefully create a surge in participation as they learn there's more to activity than what's offered in school.

The performances over the summer can be a catalyst for change in adults and young people who want to move more and experience the kind of motivation that drives the athletes we watch. Inspiration from events is an amazing form of motivation and we know this from Ford RideLondon Essex 2023 as 80% of spectators felt inspired to move more! For those who have been inspired to find what works for them, the Find Your Active activity finder is a great tool to utilise and explore: <https://www.activeessex.org/activity-finder/>.

This summer also highlights the progress made in promoting diversity and inclusion in sports. From gender equality in competitions to increased representation of athletes from diverse backgrounds,

the world of sports is becoming more inclusive. Celebrating these achievements is important as it shows that sports are for everyone, regardless of age, gender, or background.

As we gear up for a summer filled with sporting excitement, let's take a moment to appreciate the inspiration it brings to people of all ages. As well as the enrichment that activity can bring to our lifestyles through boosted mental and physical wellbeing!

Visit: www.activeessex.org/find-your-active

<https://www.activeessex.org/move-with-us/>

Social media posts

Facebook, Twitter, Instagram and LinkedIn

Hashtag: #FindYourActive

Tag: @activeessex on Twitter, Facebook and LinkedIn, @findyouractive on Instagram.

Direct to www.activeessex.org/find-your-active using the bit.ly tracking link:

https://bit.ly/Find_Your_Active

- #MoveWithUs by taking part in the summer of sport! From the Olympics to Wimbledon to the Tour De France there's lots of inspiring events to watch and you might find something you love and want to give a go! #FindYourActive with @ActiveEssex
- Champion your own physical activity journey! This summer of sport is the perfect motivation as it can inspire our own goals and urge you to set personal bests. It's about finding what works for you and feeling empowered by movement. @ActiveEssex : https://bit.ly/Find_Your_Active
- Show your love for our Essex parks! Whether you prefer a brisk walk, a bike ride, or a game of frisbee, there's no better time to enjoy the outdoors. #FindYourActive with @ActiveEssex: https://bit.ly/Find_Your_Active
- Enjoy the benefits of getting moving in a team! Have fun, make new friends and embrace the team spirit to motivate you to get active. There's lots of groups and teams to discover across #Essex, so #FindYourActive with @ActiveEssex: https://bit.ly/Find_Your_Active

Please use our new July assets that are attached in the original email.

For any queries please contact:

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