**Please see below press release template for use by anyone organising an event for Sport Ireland European Week of Sport.**

**Please insert your details as applicable in the sections marked in red. The press release can be used in its entirety or else you can choose to shorten it. If shortening the press release please ensure the inclusion of paragraphs 1, 2 and 3 without any amendments. Please note quotes from Sport Ireland or Ambassadors cannot be changed, however you may choose to leave out the Ambassador quotes.**

**  **

**EVERYONE, YOUNG AND OLD ENCOURAGED TO GET OUT AND #BEACTIVE FOR EUROPEAN WEEK OF SPORT**

INSERT NAME OF CLUB/COMMUNITY GROUP/SCHOOL/ORGANISATION are joining Sport Ireland in calling on you, to get out and #BeActive at the INSERT EVENT NAME HERE for European Week of Sport on INSERT DATE HERE.

The event, hosted by INSERT NAME OF CLUB/COMMUNITY GROUP/SCHOOL/ is part of European Week of Sport, a European Commission led initiative to increase the level of participation in sport and physical activity in people of all ages and abilities in the EU.

The week is for everyone, regardless of age, background, or fitness level. By bringing awareness to the fact that an active lifestyle is for everyone, European Week of Sport aims to act as a springboard in to being active. In 2019 an estimated 110,196 people took part in over 800 events in Ireland. Sport Ireland, the National Co-ordinating Body for European Week of Sport in Ireland hope that this year’s event, with the help of funded partners and local clubs and organisations will inspire even more people than previous year to be active.

Commenting on European Week of Sport, Chief Executive of Sport Ireland, John Treacy said *“With a focus on grassroots initiatives, the aim is to inspire people to be active on a regular basis and create opportunities in peoples’ everyday lives to exercise and move more. Research has shown that regular physical activity is good for both the mind and the body and in the current times, this is more important than ever. I look forward to seeing all of the events across the country this European Week of Sport and want to thank everyone who helps to make sport and physical activity available in their communities.”*

INSERT EVENT DETAILS

INSERT QUOTE FROM EVENT ORGANISER/ORGANISATION

For more information on European Week of Sport and the events taking place online and around the country visit SPORT IRELAND WEBSITE LINK

END

Notes to Editor:

For a full list of activities happening across Ireland during European Week of Sport please check out the Sport Ireland [website](http://www.sportireland.ie/participation/european-week-of-sport/events)  (www.sportireland.ie/participation/european-week-of-sport/events)

If you are a club or organisation running a sporting event during European Week of Sport, be sure to register it on the Sport Ireland website to encourage as many people to attend your event and #BeActive.

If you are posting on social media during this week tag @SportIreland and #BeActive in your activity so together we can create a community of people enjoying being active.