

## CASE-STUDY

**Client:** Win Tennis & Westway Sports Centre

**Web address:** [www.wintennis.com](http://www.wintennis.com) / [www.wesywaysportscentre.org.uk](http://www.wesywaysportscentre.org.uk)

**Press launch:** David Cameron MP launches Win Tennis/Westway Community Tennis Programme

**Date:** 18<sup>th</sup> June-2009



**The Rt Hon David Cameron MP**, Leader of the Conservative Party, took part in the Win Tennis/Westway tennis launch, announcing new plans to develop tennis opportunities even further by working with the Royal Borough of Kensington & Chelsea and the Lawn Tennis Association, aiming towards becoming a 'Hot Spot' providing tennis for all abilities and ages.

**Mark Devlin, Chief Executive, Westway Sports Centre, comments:** "The partnership between Win Tennis and Westway is proving very successful and the Centre is developing a strong reputation, from mini tennis through to elite performance. Win Tennis became involved with Westway in September last year to assist in the improvement of the High Performance and Development programmes, and in the coming months will be working with Westway to help expand the community programme to give even more children and young adults the opportunity to get involved in tennis, not necessarily to competition or performance level, but as a way of introducing them to a sport they may not have considered previously. It is also a great way to keep fit and make friends in a fun, group environment."

### PR activities

- PR strategy and planning
- Press release drafting and email distribution
- Management of key partners: Conservation HQ press officers, LTA representative, Westway Trust, Westway staff, Win Tennis staff, VIP's and media
- Creation of media packs: core messages, fact sheets, testimonials, LTA / Westway information
- Name badges, branding & event signage
- Press office and media management on the day
- Press cuttings books & media evaluation reports
- Post event release and distribution of visuals

### Media coverage obtained in:

Sky Sports News, Bloomberg TV News, BBC London, BBC Radio 5 Live, 107.6 Banbury Sound, ACE magazine, Tennis Head, Tennis Life UK, Sports Management magazine, Kensington & Chelsea News, Ulta Fit magazine, Financial Times, GQ magazine, LTA website, Conservative.co.uk

### Testimonial

*"Giving more children the opportunity to take part in and learn new sports through community or schools sports initiatives is so important. I am delighted to support the Win Tennis/Westway community tennis programme launch and the exciting plans to develop tennis throughout many schools in the Kensington & Chelsea Borough. There are so many social benefits for children to participate in sport and it is fantastic that community programmes like these can create opportunities for children to develop new skills and learn tennis in a safe and fun environment and help lead a more active and healthy life."*



Rt Hon David Cameron MP