



CASE-STUDY

Client: The Running School®

Web address: www.runningsschool.co.uk

Sector: Running / endurance sport /performance & grass roots sport

Project: to launch The Running School in the UK across clubs and schools



Sport Dimensions, one the UK's leading multi-disciplinary sports injury and rehabilitation clinics based in Chiswick in West London, has launched a new innovative running programme called 'The Running School®'.

The Running School® teaches children about simple running biomechanics balance and form and includes all the key technical factors involved with running faster, more efficiently and remaining injury-free, as well ensure that through running an active child will remain fit, healthy and increase their enjoyment from sport and a more active lifestyle.

PR activities include:

- PR strategy & planning
- Initial 'soft' launch and media relations plan for 2009-10
- Raise the profile of 'The Running School' in the sport and local media
- Creation of key media messages per sector.
- Creation of media packs & information packs
- Media distribution list / research / enquiry
- Press release drafting and email distribution
- Ongoing media relations across target media.
- Advise on and source potential 'celebrities /sports people' as part of campaign
- Act as official spokes person as and when required
- Media Monitoring & Evaluation report
- Website development
- Advise on and pursue corporate partnership opportunities.
- Advise on and pursue commercial franchise opportunities
- Advise on pursue other business opportunities

Media Coverage: National newspapers, online, consumer & trade magazines, local London media

Testimonial

"We have designed a programme to teach children how to run faster and more effectively as well as how to avoid common sports and running injuries. Many of us have never been taught how to run. We think its something that we pick-up naturally and we don't realise until the pain begins that we are actually running inefficiently which can lead to injuries. The new Running School' programme involves analysing individual running technique and created tailored training sessions to improve that running technique, performance and above all enjoyment."

Mike Antoniadis, Founder and Performance & Rehabilitation Director of Sport Dimensions