



Campaign update – issue 1: The launch of Go Play Rugby

Last week, the 19th July, saw the national media launch of Go Play Rugby, and with that a flurry of activity on line, in the press and on regional and national radio stations.

It may feel like a long time since the launch of Go Play to your region, CB and clubs and you may want to know more about the media campaign to support your local efforts.

This is the first of a regular newsletter that plans to keep you in the loop and ensure that we all keep in touch.

What's happened so far....

Go Play Rugby in the house....

On the 9th of July, MP's Sports ministers key sponsors and supporters gathered at the House of Commons to hear about the Go Play Rugby Campaign, its objectives targets and the overall cause. Over 50 people attended the launch, which was hosted by Jill Douglas, BBC sports journalist and presenter and Derek Mapp, Chairman of the National Sport's Foundation and Gerry Sutcliffe, Sports Minister spoke to endorse the Campaign

Boxes and stash

The boxes of resources and some stash were sent out at the beginning of July. Thank goodness it wasn't this week with all this rain about. If you are worried that you are missing any boxes, or have any question please email Sarah@dair.net.

Team England Support

On the 12th of August and again on the 19th, we interviewed –both video and audio – some England Team members, and asked them about their experiences of Rugby, thoughts on the campaign, and how Rugby has changed to accommodate different types of player commitment.



We also asked some players to sign some 'stash' for prizes for an online and radio competition.

The players we talked to were:

Lawrence Dallaglio (London/everywhere)
Mark Cueto (North West)
Joe Worsley (London)
Lewis Moody (Midlands)
Mathew Tait (North East)
Phil Vickery (south west and London)
Steve Borthwick - Cumbria
Jamie Noon - North East
Ben Kay - Midlands

The footage and sound bites are being used as features that are being sent to radio stations and online sites. We cannot guarantee which sites will take up the competitions and use the features, but so far the response has been fantastic.

Attached with this update are lists of radio stations and sites that have been approached, and also a list of sites and stations that have already run, or have committed to run something.

The content will shortly be available for you all to view on clubs.goplayrugby.com.



Go Play Rugby Media Launch

On the 19th of July, also at Bath University, we held a press conference to launch the campaign to selected media. The conference was compered by Jill Douglas, and Kyran Bracken endorsed the campaign. Some of the media including Sky, The Times and The Daily Telegraph attended the launch, others simply picked up the press release sent out, and have subsequently run a piece online or in the press. Some of coverage details so far can be found attached to this update.





Endorsing the campaign

We were lucky enough to get Ex England Player and RWC 03 winner Will Greenwood to do a range of interviews online and with Regional and National radio stations on Thursday 19th of July.

Interviews started at 9. am and the last web tv chat took place at 4.30. Will was extremely supportive of the cause, and was able to relate having recently retired but then, and as he put it, returned to the game after smelling the familiar smell of Deep Heat and rediscovering that familiar feeling at a charity match in Bulgaria.

He covered off discussions on why players left the game, injury concerns, different forms of Rugby and even referenced local events on local stations. For example, during a live interview on **BBC Lancashire** – during which he rather enjoyed slipping into broad northern dialect with the presenter – he talked about the Beach Rugby event in Fylde later in August.

You can visit www.webchats.tv and look at **past guests, Sports** to view the video interview Will gave on Thursday.

Most interviews for radio stations were pre-records – that is when the station records the interview with Will and edits it and plays it later in the week or following weeks. Currently, the live chat and some recorded footage from other players taken at Bath, is being edited together to form a full feature that is being sent out today to many sites – again a list of targeted sites and stations can be viewed at the end of this update.

All video and audio features will be added to clubs.goplayrugby.com later this week.

On the big screen...

As many of you may already know, we are launching a Cinema campaign towards the end of August. A full update on the package and cinema's involved will be given in next week's update, but the basis of the campaign is as follows:

Part 1 – A 2 week national advertising campaign in 219 cinemas in England. We have a 20 second advert in these cinemas wherever the Bourne Ultimatum is screened.



We also have 'Silver Screen' position – the slot just before the film starts. This will be a great opportunity for local clubs to recruit.

Part 2 - We have 'bought' major cinema locations in mainly large cities and towns across the country where we will be screening in partnership with the Odeon key Rugby Games during the World Cup. Entry will be free, and beer will be available, and in some locations free! We have a 5 minute show reel prior to kick off of each game, and also the ability to promote and recruit in foyers.

As mentioned a full update will be given next week, but the cinema advert was shot on the 14th of July at Hartpury College..

The ad follows a player returning to Rugby, and the viewer experiences the main actor's emotions – from apprehension to elation.

The shoot involved a large film and production crew, three Rugby Clubs, officials and many other supporters. Luckily amongst all this wet weather the sun was shining and the day was a great success.

The images below show you just what was involved!



