

Hull schools score with healthy npower initiative

Submitted by: pr-sending-enterprises

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School children in the East Riding are pulling on their football boots in preparation for a healthier New Year.

Over 70 children attended football training sessions over Christmas from Hull City AFC's ongoing initiative 'Football in the Community', along with its principal partner npower (<http://education.npower.com/>).

The regional sports development programme runs holiday soccer schools, helping children to understand how important a healthy diet and an active lifestyle is during the winter months.

Children between 5 and 12 years old attended a three day training course at the KC Stadium, developing basic ball skills and playing in 4 to 7 a-side games.

The scheme works with schools in the area, where pupils are invited to the stadium to 'learn with the tigers' about energy and teamwork.

The young players were also treated to a special visit from Hull City's well loved mascot, Roary the Tiger.

Joan Coe, head of brand communications at npower, said: "Our work with Football in the Community is part of our nationwide commitment to encouraging young people to be more active. In association with Hull AFC we have produced new energy worksheets (http://www.npower.com/web/about_npower/in_the_community/education/index.htm) for school groups, helping Football in the Community teach young people how they can keep their minds and bodies healthy during the winter."

John Davies, manager of Football in the Community, said: "We're glad to be out and about with Roary, visiting schools and inspiring young minds with the knowledge that football is a great way of keeping fit, working as a team and having fun."

Roary sported his new t-shirt designed by seven year old Eloise Hamilton, the winning entrant in a competition launched at npower's community match this year.

In addition to sponsoring Hull City AFC's Football in the Community programme, npower also supplies energy to Wembley Stadium and the Liberty Stadium in Swansea, sponsors the Test Match Series in England, Women's Test Series, the Twenty20 Cup and Village Cup, is an official sponsor of the Worcester Warriors, runs an Urban Cricket programme in conjunction with the England and Wales Cricket Board (ECB), and runs an Active Programme in partnership with the English Federation of Disability Sport.

The npower Active programme (http://www.npower.com/web/about_npower/in_the_community/healthy_communities/npower_active), which is run in partnership with the English Federation of Disability Sport, has been awarded a prestigious 'Silver

Big Tick' by Business in the Community.

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Notes To Editor:

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About npower business

RWE npower has been awarded the prestigious CommunityMark from Business in the Community (<http://www.npower.com/web/communitymark/index.htm>) (BITC). npower is the only utility business, amongst 21 other companies in the UK, to receive this accolade. The CommunityMark is a new BITC standard which has been created to recognise companies that are good investors in local communities and who have brought about real and positive changes.

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