PRESS RELEASE

**National School Sport Week: Organisation/school name backs campaign to help every child take part in school sports days this summer**

[organisation/school name] is preparing to join the Youth Sport Trust, schools, teachers, and parents across the UK to get behind a national campaign this summer.

After the huge disruption of the past two years, National School Sport Week is back running under the theme of Belonging – a place in sport for every child. Between 20 and 26 June, the campaign is asking that when it comes to school sport there is a role for every young person.

A survey carried out by the Youth Sport Trust showed that 91% of primary and 63% of secondary pupils said being active helps them learn, but school sport and PE is still not valued within society and often the first to be squeezed from curriculums.

**Alison Oliver MBE, Chief Executive of the Youth Sport Trust, said:**

“School sport should be an important part of every child’s education and development. But for too many children this isn’t happening. They are left feeling alienated by sport, that it isn’t for them, and they don’t have a place to belong within it.

“With the help of [insert organisation/school name] we hope our annual awareness campaign will be a moment in time to help all children to find a place to belong and connect through the power of play and sport. It has so much to offer, developing life skills like communication, empathy, teamwork and resilience. We must transform attitudes and perceptions across society to prioritise sport and play in every childhood.”

[organisation/school name] will be taking part in the week by [Insert info about involvement].

**Insert organisation/school quote**

Everyone who signs up to National School Sport Week will receive free resources from the Youth Sport Trust to advocate for school sport. The resources will also include a daily 60 second challenge for groups to use to encourage everyone to move, have fun and take part in sport with their friends and families between 20 and 26 June.

For more information and to join [insert organisation/school name] in signing up to take part in this summer’s National School Sport Week go to: <https://www.youthsporttrust.org/join-us/national-school-sport-week>

**ENDS**

**Notes to editor:**

**Insert partner contact for further media enquiries.**

For more information and media enquiries around National School Sport Week and the Youth Sport Trust, please contact Isabel Turner in the press office on 07825065195 or Isabel.turner@youthsporttrust.org

**About National School Sport Week**:

Children’s charity the Youth Sport Trust started its National School Sport Week campaign in 2008 and it has run every year since. This year it has a theme of ‘Belonging – a place in sport for every child.’ National School Sport Week is run in association with European School Sports Day which takes place in September 2022. Join the conversation on social media using #NSSW2022 and tagging @YouthSportTrust