



**SCHOOLS' LEAGUE  
PROJECT**

## **Press & Publicity**

Publicity is good for schools, your **partnerships**, the **English Schools' Table Tennis Association**, table tennis in general and not least, for **Butterfly** and **Sport England** – the sponsors.

As we edge closer to the start of the Olympic and Paralympic Games in 2012, there has never been a better time to promote school sport. Engaging the media locally can help raise the profile of **your school, your partnership** and the **wider schools' networks**.

We also want local table tennis clubs to know of your enthusiasm to promote their sport. They will be encouraged to help something new, particularly an event that raises the profile of table tennis.

Let the press know of your league's existence. The best publicity is local. Tell the media and local politicians how the Competition Managers' network is revitalising competitive school sport at local level. Why not invite your MP to make presentations at the end of the season – their presence will ensure press interest and a photograph in the local press.

Remember, it is the politicians who make decisions about spending Government money to promote programmes which they feel are worthwhile. If we don't tell them what we do – they won't know.

### **!!! Shout it from the rooftops !!!**

School Sport could be going through a period of change leading up to 2012 – funding and support after the games will depend upon many factors – one of which is the building of structures now which will run on after the 'Olympics'. We believe the formation of Butterfly Schools' Table Tennis Leagues is such a structure and will stand the test of time.

Thank you for your support.

***To encourage players and schools who take part in ESTTA events, the Association organises an annual Press Cutting Competition.***

***Prizes donated by Butterfly include table tennis equipment for winning schools.***

***Why not enter the next competition?***