



SQUASH FOR 2016 DAY

INFORMATION PACK FOR CLUBS AND ASSOCIATIONS

Squash For 2016 Day is helping to promote squash's bid for inclusion in the 2016 Olympic Games.

The World Squash Federation has already submitted its bid to the IOC, and squash is one of seven sports on the shortlist for 2016 alongside, golf, rugby sevens, baseball, softball, karate and roller sports.

Two slots are available, and the IOC's executive board will select two sports to put forward for inclusion in August before going to a straight Yes-No vote when the IOC's full electorate meets in Copenhagen in October.

Between now and then, all the competing sports will be staging campaigns to attract support and raise the profile of their bids.

England Squash & Racketball is fully supporting Squash's inclusion in the 2016 Olympic programme and endorse "Squash For 2016 Day" which is being held on Saturday May 23rd. Every squash club is being urged to throw open its door to promote the sport and help the Olympic bid on or around this date.

English Commonwealth Games gold medalist, former world champion and Squash 2016 Bid Team Member Peter Nicol said: "Our ultimate aim is for every club in the world to open their doors on this one special day, to show people what a fantastic sport we have, to get media and personalities involved, and encourage new participants to take up the game."

Squash For 2016 Day will give clubs a focused opportunity to put on events and get people and media talking about Squash. To help promote events that clubs may be putting on, England Squash & Racketball have put together a "Contacting the Media Guide" and a "Press Release Template" that can be used to help promote and report on any initiatives that clubs put on to promote the sport on Squash For 2016 Day. Squash 2016 t-shirts, logos and poster templates to support any club activities are available via www.worldsquashday.com. If other j-peg and EPS copies are needed please contact ben.taylor@englandsquashandracketball.com.

Activities that clubs are putting on include open days, free squash courts for a day, exhibition matches, one day squash tournaments, squash coaching for free, junior events and whatever people's imaginations will allow.

For further detailed information about the bid you can visit www.squash2016.info which is the official site of the "Squash 2016" campaign.



FURTHER INFORMATION

Squash For 2016 Day will also see events taking place all over the world as squash fans unite to support the bid.

As well as an extensive programme of open days at squash clubs, supporters are planning to raise banners saying Squash For 2016 in front of iconic buildings all over the world. High-profile events are being organised in the four cities bidding to host the 2016 Games, namely Chicago, Madrid, Rio and Tokyo.

Big Day Out in London

In the UK, squash fans are planning a Big Day Out in London, meeting at Greenwich Park at 11a.m. and then heading into the city to have pictures taken at iconic locations such as the O2 Arena, Canary Wharf, Tower of London, Tower Bridge, Covent Garden, Houses of Parliament and Buckingham Palace. For more details please contact Alan Thatcher on alan@squashuk.com

Website Support and Free Publicity

Organisers can gain free publicity for their clubs or associations by uploading advance news of their events on a special website: www.worldsquashday.com. On the day, organisers can also upload news and pictures of their activities as they happen.

Worldwide Media Campaign

Every notification will help to support the worldwide media campaign being orchestrated by the WSF.

At the end of the day, it is expected that there will be amassed an incredible collection of reports and images of squash fans gathering outside the world's most iconic buildings.

This will help to demonstrate squash's global appeal and several international news agencies and outlets have already been alerted.

Buy the Shirt, Back the Bid

Special T-shirts are on sale featuring the Squash 2016 logo, with proceeds from each sale supporting the Bid Fund. Orders can be placed with Kentbridge Sports (www.kentbridgesports.co.uk)

You can order T-shirts directly from Simon Scott at Kentbridge Sports (www.kentbridgesports.co.uk) and download banners and artwork from the website www.worldsquashday.com

Posters

Every club is urged to create a simple poster for display at their clubs and in local shops and sports outlets which can be found on www.worldsquashday.com



SQUASH 2016 MESSAGE BRIEF

The following statement from the 2016 Bid Teams summarises the messages that Squash must communicate to the IOC. There are only seven but we must communicate them every chance we get, through media interviews, lobbying, our presence at events and exhibitions, and in our final presentation to the IOC in Lausanne in June.

If we communicate them consistently, frequently and clearly, we will get them across to everyone that needs to know them and we will have a better chance of being elected into the 2016 Olympic Games as a result.

1: Squash is the world's healthiest, most exciting sport

Forbes Magazine concluded that squash was the world's healthiest sport after a survey in 2007. Squash doesn't take very long to play but players burn lots of calories while playing, so it's great for young people today who want to get fit in the shortest possible time. At the elite level, squash is extremely athletic and exciting to watch, live and on TV.

2: Squash is a popular, accessible sport, played the world over

Squash is played in 175 countries by more than 20 million people. Every continent contains recreational players and professionals. It is played by men and women, young and old. It is easy to get started and the cost of equipment is low. There are courts all over the world and it is easy to just turn up and have a game.

3: The game is well organised to take advantage of inclusion in the Olympic Games

Both the PSA and WISPA manage flourishing World Tours in which elite players compete. The WSF manages World Championships and these are fully integrated into the World Tours. All three organisations are 100% behind the bid for Olympic inclusion and are fully prepared to take advantage of the increase in awareness and participation that will result for the good of the game, and the Games, in general.

4: An Olympic Medal will be the sport's highest honour

Every player agrees that the Olympic Games would take the sport to a different level and the Olympic Champion of Squash is a title that every player wants.

5: Squash's top athletes will definitely compete

The world's top men and women have all signed a pledge that they would compete in the Olympics. They will be supported in doing so by their National Federations, the WSF and PSA or WISPA.

6: Squash can take the Olympic Games into new markets

Squash has world-class athletes from countries that do not traditionally produce Olympians. Including squash in the Olympic Games will boost awareness of the Olympic Movement in these countries, and will also promote better funding for the development of the sport.

7: The impact of squash on the Olympic Games will be high, the cost low

Squash is a portable sport: a court requires minimal space and can be erected anywhere. Squash tournaments have been held in many iconic locations around the world, attracting players and non-players to the sport. This makes squash an ideal sport for showcasing the host city. We will use local squash clubs in the host city for training and practice, so squash can be staged without any investment in permanent facilities or infrastructure.

