**PRESS RELEASE**

**INSERT DATE**

**US GIRLS ROCKS NEIGHBOURHOOD FESTIVAL**

**TAKES SPORT AND PHYSICAL ACTIVITY TO (INSERT AREA) COMMUNITY**

Young women from across {INSERT REGION} are invited to the Us Girls Rocks Neighbourhood Festival, a female only event to encourage young women and girls to get active and have some fun.

**Us Girls Rocks arrives at {INSERT VENUE DETAILS} on {INSERT DATE} and promises to be an exciting event full of free sports and physical activity, free beauty treatments, goodie bags and prizes.**

The festival features a range of activities for young women to try and aims to get a generation of young women active. Activities include dance and fitness, judo, volleyball, netball, football, touch rugby and table tennis {CHANGE ACTIVITIES ACCORDINGLY}. As a reward for having a go participants will be able to enjoy free beauty treatments, plus there will be goodie bags and prizes up for grabs.

The free festival is expected to attract **{INSERT NUMBER OF ATTENDEES}** young women and girls from **{INSERT AREA}** community, helping to promote, grow and sustain local StreetGames activity. The event also provides young people with the opportunity to volunteer in the organising and running of the day.

{INSERT QUOTE FROM ORGANISER eg.}*, “The Us Girls Rocks Festivals are all about bringing young women together to have fun playing sport, removing all the barriers such as cost, equipment, ability and body image. We are expecting* {INSERT NUMBER OF WOMEN} of *young women and girls to come along, some will be trying certain activities for the first time.”*

Jane Ashworth, Chief Executive Officer of StreetGames, said: "Neighbourhood festivals allow our projects to take sport right to the doorstep of local communities. [INSERT PROJECT NAME] has helped young people in [INSERT AREA] to engage in physical activity and play sport, leading them to happier, healthier lives.

The StreetGames Neighbourhood Festival programme targets communities that are the hardest to reach and the most under-serviced. Us Girls Rocks is aimed at young women aged 14 to 25 but they are encouraged to bring their friends, sisters, mum and aunties to join in with the female only activities. The festivals help promote sport and physical activity to young women and girls, giving them the opportunity to try different physical activities in a female only environment, delivered in a fun and social way. The festivals also allows for the regions Us Girls’ network to get together, keep fit and make new friends.

The Us Girls initiative has so far encourage over 50,000 young women from disadvantaged communities to get active, an incredible achievement that had been rewarded by receiving a National Lottery Award for Best Sport Project 2013.

Us Girls is coordinated by the award winning charity StreetGames which lays on sport for young people in deprived neighbourhoods. For more information go to [www.usgirls.org.uk](http://www.usgirls.org.uk) or follow the action on Twitter @UsGirlsTweet or on facebook.com/UsGirlsGetActive

**-ENDS-**

**For further information, please contact:**

**INSERT:**

**Your name**

**Tel:**

**Email:**

**NOTES TO EDITORS**

**About StreetGames:**

StreetGames was launched in 2007 and is the leading national charity that changes lives and changes communities for the better through sport. StreetGames was inspired by the success of joint work by The FA, The Football Foundation and agencies working in disadvantaged areas where the young people are 50% less likely than others in their age group to be sporting active. Since then, projects across the UK have benefitted from the StreetGames ‘doorstep sport’ method delivering sport in the right style at the right time and at the right price. StreetGames has now grown to 457 projects, attracting over 354,694 young people into sport, and achieving over 2.5 million attendances. StreetGames programmes have also resulted in the involvement of 6,182 coaches, over 11,720 volunteers and has enabled 7,368 people to gain new qualifications.

The aim of each StreetGames project is to be sustainable and become part of the fabric of the community by creating local sporting infrastructures owned and run by local people. This leads to [stronger and safer communities](http://www.streetgames.org/www/content/stronger-and-safer-communities), a championing of [social action and volunteering](http://www.streetgames.org/www/content/social-action-and-volunteering), combatting social exclusion as well as [improving health and, wellbeing](http://www.streetgames.org/www/content/improving-health-and-wellbeing) to create a sporting habit for life.

StreetGames is proud that it gives young people exactly what they’re seeking – the chance to enjoy sport, give back to their communities and aspire to greater things. The enthusiasm that this breeds leads to an increase in sports participation and a recognition of the enjoyment that can be gained from taking part in sport, at the same time encouraging them to discover who they are and gain a sense of belonging, inclusion and pride.

StreetGames is registered as a charity with the Charity Commission (registered charity number 1113542) and as a company limited by guarantee with the Registrar of Companies (registered company number 5384487).

[www.streetgames.org](http://www.streetgames.org)

**[INSERT PROJECT NAME]**

[INSERT PROJECT INFORMATION