



## **This year, anyone can be a sporting hero**

Five-time Olympic Gold medalist, Sir Steve Redgrave, this week unveiled a new way for people to become sporting heroes in their local community.

Sir Steve, our greatest Olympian, has joined forces with Sport England to launch Sport Makers, a programme for everyone who'd like to make sport happen for their friends, neighbours or colleagues.

Whether it's planning the route, finding the pitch or encouraging people to take part – sport doesn't just happen, it needs people to make it happen. Become one of 40,000 Sport Makers and you'll not only get the skills, knowledge and opportunities you need to get more people playing sport, you'll become part of the official London 2012 Olympic and Paralympic sports legacy.

### **Why become a Sport Maker?**

**It's totally flexible.** You choose which sports you want to be involved with and who you want to make sport happen for – friends, colleagues, neighbours or your local community.

**It's extremely rewarding.** You will meet other people interested in sport; find new ways of getting involved that suit you and gain access to resources that will help you organise your own activities if that's what you'd prefer. You will also develop new skills that could be useful in other areas of your life. Employers love to see outside activities on a CV so it could even help you get a new job.

**You get free stuff.** As well as receiving official Adidas kit, once you start to make sport happen there'll be chances to win some exciting rewards.

By taking part in Sport Makers, and completing your 10 hours, you could secure tickets to the greatest show on earth: Sport Makers and London 2012 are working together to give people the once-in-a-lifetime opportunity to attend next year's Olympic and Paralympic Games.

### **How do I become a Sport Maker?**

Becoming a Sport Maker is easy and the programme is open to everyone aged 16 and over.

First, come to an informal and interactive workshop where you will explore:

- How Sport Makers fits in with the Olympic and Paralympic values
- How you can make the biggest difference to sport
- The benefits of being involved and training opportunities

- How you can get involved and make sport happen locally.

To find a workshop near you, visit [www.sportmakers.co.uk](http://www.sportmakers.co.uk) and we'll put you in touch with your local county sports partnership, the organisation that is looking after Sport Makers in your area.

After the workshop it's over to you – how do you want to make sport happen?

[Sign me up](#)