



Background:

Promote were appointed by British Rowing to publicise the Explore Rowing initiative.

Timing:

From April - August 2011

Activity:

Along with a proactive media campaign, our press day in London gave journalists the opportunity to try an Explore Rowing session and to meet Head of British Rowing, Di Ellis, and other key Explore Rowing experts.

Results:

Coverage so far includes the Metro, The Times, BodyFit, Healthy Magazine and a large trade press feature in Sport and Physical Activity where Explore Rowing also made the front cover!

Total circulation to date: 1,250,235

Total EAV to date: £20,785

