

Case Study: Pro-active



Target: Pro-Active West London wanted to raise awareness of an event at which Lord Sebastian Coe would be celebrating the inspirational projects and achievements within West London

Timing: November 2010

Activity: Campaign to invite and manage media at the event and raise awareness of the achievements

Results: 6 pieces of media coverage in key regional publications

EAV: £3,266

Reach: 442,674

Harrow TIMES



Olympic figurehead: Lord Coe

Legacy hopes for Olympics

THE figurehead for London's 2012 Olympics visited Wembley and Harrow schoolchildren on Wednesday to explain the legacy he sees the games leaving behind. Lord Sebastian Coe OBE took questions at the Chalkhill Community Centre after a morning viewing sports projects that he hopes will grow as a result of the games in his years' time.

Kilburn Times24

Olympics: Sebastian Coe talks about 2012's legacy in Brent

kate ferguson, reporter
Wednesday, 10 November, 2010
16:51 PM

School children field questions to Olympics chief Lord Coe

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London 2012 chairman Sebastian Coe visited school children in Wembley to talk about the legacy the Olympics will leave to youngsters in the borough.

Lord Coe OBE, himself a double Olympic gold medalist, told a packed audience at Chalkhill Community Centre, that he hoped the Games would boost sports uptake in schools and local athletics clubs.

He said: "The excitement of the Olympics for me is that it enables young people to get inspired by the different sports, whether is track and field, hockey, or something else.

"I am hoping that excitement will translate into young people joining clubs as they really need youngsters to get involved.

"Although, I hope that young people understand that the Olympic Games are about so much more than sports. We have got a cultural Olympia, through which young people are being encouraged to do all kinds of things.

"There will be people from 205 countries coming to this city, and I hope young people will get to meet people, learn about different cultures, and learn about different cities."

Brent is one of five host boroughs, with Wembley Stadium set to stage the football

HARROW Observer .co.uk

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Seb Coe checks out Wembley's sport projects

Nov 15 2010 By David Baker



BRENT pupils met with a sporting legend last week as double Olympic gold medalist Seb Coe popped into Wembley to see what sporting projects are going on in the run up to the 2012 Olympic Games.

The visit, which was organised by West London Partnership for 2012, saw former 1,500m runner Lord Coe chat with pupils at Chalkhill Primary School in Barnhill Road, Wembley,

He was at the school to learn more about its temporary swimming pool, which is offering swimming lessons and opportunities to youngsters, as the London Olympics edges ever closer.

Following the stop off he spent the remainder of his time at Chalkhill Community Centre where he met with organisations in the area helping to develop a legacy for West London.

Finally he was given a demonstration of the Paralympic game of Boccia by students from Whitmore High School in Harrow.

Dillon Parmar, a member of the team of demonstrators said: "It was great to talk to Lord Coe having seen him on TV many times organizing the 2012 Olympics and Paralympics.

"He encouraged us all to continue playing lots of sport and help get other young people involved.

"It was a great day out."

Lord Coe commented on the Boccia game, saying it was the most interesting and thoughtful piece of sport he had seen this year.

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