



NEWS RELEASE

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Norfolk FA's 'GamedayLIVE' initiative proves huge SUCCESS

A new Norfolk FA initiative designed to enhance coverage of local grassroots football fixtures has been met with praise from the public.

Launched earlier this month, GamedayLIVE was introduced to provide County Cup Final levels of coverage for teams competing in the earlier rounds of Norfolk FA Cup competitions, including a preview of the selected fixture on NorfolkFA.com, live social media coverage, highlights, match reports and more.

The first Cup competition chosen was the Norfolk Primary Cup with the 32 second round ties being voted for via Twitter polls on the Norfolk County FA profile.

The polls received an incredible amount of attention from the Norfolk Football community, with the group stages accumulating over 3,857 votes and the final alone amassing 2,601, totaling an incredible 6,458 votes across a week long period. The eventual winner was AFC Walpole v AFC Lynn Reserves, which saw the Norfolk FA Marketing team cover the tie on Saturday 21 October.

The coverage was well received by both teams as well as the wider Norfolk Football community, with AFC Walpole defeating AFC Lynn Reserves by 2 goals to 1 as [covered in our match report](#). AFC Walpole Manager Harry Griffin was delighted with the coverage and of course his team's win:

"First half we didn't see a lot of the ball, however I thought we played well with our goalkeeper making some great saves. We came out in the second half and played a lot better, we looked a lot more dangerous and it was a fantastic header at the end to clinch the win for us."

Marketing and Communications Manager, Rebecca Burton, said: "GamedayLIVE is a new idea designed to enhance engagement between us and local grassroots clubs, players and supporters. Teams competing in County Cup rounds can vote for their fixture to be covered as a County Cup final would be, giving their club, players and community recognition and exposure."

"It's hoped that by giving up a little of our time, it will go a long way towards supporting Norfolk Football and ensuring those involved week in week out feel proud to be a part of our local game."

You can view highlights from our first GamedayLIVE fixture on our YouTube channel [here](#) and you can catch up with all the action from the first outing by following the #NCFAGamedayLIVE hashtag on Twitter.

Keep an eye on NorfolkFA.com to find out which of the Norfolk County Cup competitions will be part of the GamedayLIVE initiative next.

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About Norfolk County Football Association

Norfolk County Football Association was founded in 1881 and has been administering football in the County, both at grassroots and professional level, for over 130 years.

Becoming a limited company in 1999, the Association acquired the leasehold of a purpose built football facility in Bowthorpe, Norwich ten years later. The Football Development Centre, or 'the FDC' is a hub of both regulated and recreational activity for the football community of Norwich and Norfolk.

In 2016 Norfolk FA opened the FDC@OpenAcademy and the FDC@Flegg in partnership with the school sites in which they are situated (Open Academy, Norwich and Flegg High School, Martham). Both Football Development Centre hubs feature a full size 3G pitch, changing facilities and education areas.

The work of the County Football Association is underpinned by an army of volunteers involved within Norfolk's member leagues and clubs, whom without their contribution, it would be impossible to organise and run football on the scale it is enjoyed in Norfolk today.

About For All

"For All" was launched to create greater awareness of The FA's role whilst demonstrating that football is open to everyone, regardless of gender, sexuality, ethnicity, ability, disability, faith or age.