

Example Press Release for the Local Paper

Free football for girls in (INSERT TOWN)

Budding footballers between the age of 7 and 12 years old are encouraged to come to a free taster session next Thursday at 7pm at XXXX Football Club.

The number of girls who are getting involved in football from an early age has increased dramatically in the last few years, XXXX a coach from XXXX has witnessed the increase in numbers and explains her motivation for being involved in the game, she says: “When I was younger, I was the only girl that played football in my neighbourhood. The boys used to tease me until they realised I was better than most of them! We now have a huge opportunity to run football clubs, especially for girls and women. I want to be part of the movement that can prove no matter what your gender, age, fitness level or background, football really is a sport for everyone.”

The free training session will be run by XXXX, and other qualified coaches. Existing members of the club will be taking posters and flyers into their schools to encourage their friends to come along to the event. The club currently has 20 girls but hopes to at least double this as the season gets underway.

One of the club’s players who has been playing for them for the past four years explains how the club has helped her on a personal level: “Being part of the club has not only helped me stay healthy and make new friends, it’s helped me be more confident in school. I love playing and going to matches with my team. Football will always be part of my life.”

Contact XXXX directly for details about the taster training session at XXXX@XXXX.com For more information about other female football clubs go to www.XXXX.com