



Ping Pong Parlours nominated in prestigious awards

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Posted On: February 15, 2019

Table Tennis England's Ping Pong Parlours initiative has been shortlisted for a BT Sport Industry Award 2019.

The project has been shortlisted in the Active Award category. This award recognises organisations that have driven participants or a community to start, maintain or increase physical activity.

Also on the shortlist are:

- British Cycling & HSBC UK – Let's Ride 2018
- Coca-Cola Great Britain – ParkLives
- London Landmarks Half Marathon & Tommy's – London Landmarks Half Marathon
- npower – The Power of Support – Superhero Tri
- The FA – The FA People's Cup

Table Tennis England Chief Executive Sara Sutcliffe said: "I am delighted that our innovative Ping Pong Parlour project has been shortlisted for the prestigious Sport Business Awards.

"The project has taken a couple of years to gather pace building on early learnings and now it really has, thanks to the on-going backing of Sport England, the various shopping centres and city partners involved, and importantly our own clubs and leagues who help with some structured activity.

"It has been so exciting to see empty retail space being transformed into vibrant community hubs where everyone can pick up a bat for free. The evidence is that this sort of no-barrier activity is attracting the harder-to-reach demographics and inspires more people to get active as well as providing a gateway for people to come back to table tennis."

The BT Sport Industry Awards is the most prestigious commercial sports awards in Europe. The Awards Ceremony takes place on Thursday April 25 at Battersea Evolution in London. The star-studded event will be attended by 1,700 high profile guests from the British and international sport industry including business leaders, celebrities, sporting legends and media.

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