



## #PowerofPing project launched

**Author:** Paul Stimpson

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A new campaign showcasing how table tennis can improve lives and communities has launched today.

The #PowerofPing campaign, launched to coincide with the 10<sup>th</sup> anniversary of Ping!, consists of a series of short films telling the stories of some of the inspirational projects and people involved in the programme.

Keely Armitt, Head of Mass Participation at Table Tennis England, said: "Through the people of Ping! we regularly hear how table tennis has a powerful impact on lives and bring communities closer together.

"This campaign aims to bring just a few of these stories to life to showcase what we're calling The Power of Ping!

"These films cover a wide range of themes including; mental well-being, disability, community cohesion and social isolation, demonstrating the extensive benefits that table tennis can bring."

The 10-week campaign will see a new film released every Monday – and it starts with Seacroft's story.

Seacroft Grange Care Village looks after people living with physical disabilities, brain injuries and dementia; and it is using table tennis to lift spirits and create friendship of those living there.

Once a week, 'Ping Pong Pete' – a table tennis activator – visits the residents to deliver fully inclusive, adapted ping pong activities.

Not only do the residents enjoy the challenge of learning a new skill and getting a bit more active; the sessions have proven to be invaluable in reducing isolation, building friendships and have even created some friendly competition.

Watch the full version of the film below:

# What is Ping!

Ping! started life as a 6-week outdoor table tennis summer festival in London and has since evolved into a year-round project delivered nationwide. The project, managed by Table Tennis England with Sport England funding, has seen hundreds of free-to-access tables placed around the country over the last decade, it's all part of the aim to get more people active by introducing table tennis into places they are already spending time.

Our research suggests that each year 2.5million people pick up a bat and play on a Ping! table, with 60% classed as inactive, and that calls for a celebration!

Has Ping! helped transform your life or community? Let us know by tweeting @TableTennisEng and using the hashtag #PowerofPing or email [marketing@tabletennisengland.co.uk](mailto:marketing@tabletennisengland.co.uk)

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