

Gillette launches 'Great Start' coaching campaign

Author: Paul Stimpson

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With The London 2012 Olympic Games just months away, Gillette has launched its 'Great Start' campaign which aims to inspire the next generation of coaches by encouraging people to get involved

The campaign features brand ambassadors Sir Chris Hoy and Liam Tancock, who will highlight the integral role coaches have played in their professional careers.

Gillette ambassador Hoy said: "I'm delighted to be involved in a campaign that celebrates the fantastic work coaches do. I know first-hand just how inspirational a great coach can be and it's important we support those looking to get the next generation off to a great start."

Thousands of people across the country either take a coaching course or participate in volunteering activities and the 'Great Start' campaign should help these people receive grants to further their coaching career.

The grants will be available to both existing and new coaches who are starting out, with applications made via www.facebook.com/GilletteUK

Speaking about the campaign, Hugh Robertson MP, Minister for Sport and The Olympics said: "Only by increasing the number and range of people involved in sport will we begin to deliver the sporting habit for life that was so much a part of our London 2012 Olympic Games Sporting Legacy."



The Gillette campaign is one of the first brand campaigns to launch in the UK as part of P&G's 10 year partnership with the International Olympic Committee which starts with the London 2012 Olympic Games.

As a part of the campaign limited edition products will be available in the UK to buy in retailers for a limited time from 1st February 2012 until December 2012

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