

# Greenhouse aiming to grow into a new era

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Today is a big day for London table tennis charity Greenhouse as it officially adopts a new name and launches a new website.

Formally known as Greenhouse Schools Project, the organisation becomes Greenhouse Sports to more accurately describe its area of work.

The new image also gives Greenhouse a chance to reaffirm its mission to develop young people through sport and is back up by a new logo and a new website – [www.greenhousesports.org](http://www.greenhousesports.org)

Michael de Giorgio, Founder and Chief Executive of the organisation said: “We are very proud of what we have achieved as a charity over the last 12 years and thrilled to be building on that success today, with the announcement of our new name and new look.

“We are always striving to find new and different ways to engage London’s young people in a positive way and we felt the time was right to evolve our brand.

“Greenhouse Sports will be more colourful, vibrant, dynamic and innovative; exactly the qualities that our inspirational coaches and young people possess.

“By reflecting the characteristics of the young people we exist to support, we hope to enhance how we represent and engage with them.”

Greenhouse uses sport to engage hard-to-reach young people living in the inner-city and will continue to provide its 50 programmes (across 37 mainstream and 10 SEN schools, and four community clubs across London) whilst actively looking to increase the numbers of young people benefitting from the provision of inspirational sports coaching and mentoring.

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