

No child left on the sidelines – North East partners kick off landmark sports campaign

North East sports clubs and foundations, together with North East Mayor Kim McGuinness and the North East Housing Partnership, are coming together to make sure that no child is left on the sidelines with the launch of a new campaign to raise funds to provide sporting opportunities for children across the region.

The **Together Through Sport** campaign, which supports North East Mayor Kim McGuinness's ambition to create the UK's first region of sport, brings together organisations including the North East Housing Partnership, Foundation of Light, Newcastle United Foundation, Durham Cricket Foundation, Eagles Community Foundation, and Newcastle Rugby Foundation. For the first time, all of the regional sporting foundations will work together to provide sports activities for hundreds of children in the region to support them with the best start in life, regardless of their background.

The year long fundraising campaign will take centre stage at the Wear-Tyne Derby on the 14 December. Any money raised will fund free places on holiday courses and free school sports sessions.

Louise Bassett, a member of North East Housing Partnership (NEHP) and Chief Executive at Gentoo, commented;

"Within the NEHP, we want to invest in our communities in ways that go far beyond bricks and mortar. This is such a unique partnership and a campaign that will make a real difference to children in the region. No child should be left on the sidelines and by working together we can give more children the chance to play, grow, and thrive through sport."

North East Mayor Kim McGuinness, who has committed to making the North East the home of real opportunity, said:

"We're famous for our love of sport in the North East so I want every single child to have the chance to get involved. Sport is so much more than just getting young people active, it's about building confidence, giving them the opportunity to try something new and unlocking talents they never knew they had.

Through our sporting foundations and Region of Sport ambitions, we can create a North East where every child thrives."

Lesley Spuhler, Foundation of Light Chief Executive, added: "Sport has the power to change lives, and by joining forces across the North East we can make sure every child



has the chance to experience that. Together Through Sport is about breaking down barriers and opening up opportunities, ensuring no young person is left watching from the sidelines.”

The campaign officially kicks off at the **Beacon of Light, Sunderland on the 2 December**. The event will feature:

- Interactive sports activities for children delivered by each Foundation
- Attendance by team players and regional sporting representatives (Note: SAFC and NUFC captains can not attend due to away matches)
- Support from NEHP and NECA leaders

Media are invited to attend from 2pm.

The campaign will also take centre stage during the Sunderland AFC vs Newcastle United fixture on Sunday, 14 December.

Hashtag: #TogetherThroughSport

Text to Donate: Text TOGETHERFIVE to 70085 to donate £5

Online: <https://www.justgiving.com/campaign/sport>

