

Level Playing Field

www.levelplayingfield.org.uk



Level Playing Field Weeks of Action #OurMatchday Campaign

Celebrating and championing good access and inclusive matchdays for disabled fans.

England and Wales, 3rd -18th March 2018 - Level Playing Field are delighted to announce that the 2018 Weeks of Action campaign title is **#OurMatchday**. This theme will focus on raising awareness of the positive work clubs do in providing an inclusive match day, whilst also sharing disabled fans' experience of their match day.

In its 13th year, this Weeks of Action looks to inspire and encourage more disabled people to attend live football and sports matches and become fans. This comes off the back of the recent UEFA and CAFE (Centre for Access to Football in Europe) publications that state only 50% of disabled people have participated in a leisure or sporting activity, and Level Playing Field wish to support a change with that!

LPF Chief Executive Owain Davies said, "We are delighted to launch the 2018 'Weeks of Action' #OurMatchday. This theme allows fans and the clubs to share the good experiences they have and the positive work being carried out by clubs and DSAs (Disabled Supporters Associations) to ensure matchdays are accessible, inclusive and for the whole community."

To support this campaign by publishing an article, requesting an interview with a senior member of LPF staff or for a further quote please contact Helen Pownall (Weeks of Action, Campaign Coordinator).

LPF is a registered charity in England and Wales, and acts as a campaigning and advisory organisation to its membership and other parties across all sports. You will find information on disabled fans' facilities at clubs and stadia, along with useful information on our website - www.levelplayingfield.org.uk.

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What are the Level Playing Field Weeks of Action?

LPF's Weeks of Action were established in 2005 to help highlight the positive initiatives undertaken by clubs, sporting venues and their governing bodies in partnership with disabled sports fans and disabled supporters associations (DSAs).

The campaign, now an established date on the sports calendar, is a great opportunity for clubs to organise and host matchday and non-matchday events and activities to show their commitment to access and inclusion for disabled spectators.

The 2018 campaign will run from **Saturday 3rd March to Sunday 18th March**

What is the 2018 Weeks of Action theme?

The 2018 Weeks of Action theme is all about **celebrating the matchday experience for disabled fans**. This can be done from a club's perspective, a group of disabled fans or one individual.

We want clubs to showcase their services and facilities for disabled fans; to demonstrate best practice and to show where attending a match has made a big difference to someone's life.

Weeks of Action 2018 will promote a message of access and inclusion and celebrate **#OurMatchday**.

The Digital Campaign

For the 2018 Weeks of Action we're once again looking to create a real buzz on social media and encourage everyone to join the digital campaign.

We are urging followers to post messages of support for the campaign, as well as details of their Weeks of Action activities on social media.

Our Twitter Page: **@lpftweets**

Our Facebook Page: **www.facebook.com/lpftweets**

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