

**The European Week of Sport** is a pan-European campaign to promote sport and physical activity across Europe – encouraging nations and individuals to **#BeActive**. The 2019 edition of the campaign celebrates five years of European Week of Sport.

ukactive are the co-ordinating body for the UK's involvement in the week; for this years European Week of Sport we will align each day to a specific theme. This is to ensure a wide reach of the **#BeActive** message and the opportunity for a greater variety of people to take part. Below details the key partner and theme for each day of the week.

To find out more about being involved please email [annerees@ukactive.org.uk](mailto:annerees@ukactive.org.uk)

**#MindfulMonday:** a day to showcase how physical activity can support mental wellbeing. Being active can have a positive impact on many contributing factors that can cause us stress, anxiety and fear. Mindful Monday will be a chance to show some of the great work that takes place to help people tackle these.

**Nike's biggest game of tag – London You're It!** Over 1,000 children aged 9-14yrs will be joining Nike ambassadors, including Niamh Emerson, at the Olympic Park on Tuesday 24<sup>th</sup> September to celebrate the fun of physical activity in the 'Nike's Biggest Game of Tag'. The activation is part of Made to Play which is Nike's commitment to get Kid's moving so they can lead healthier, happier and more successful lives.

**National Fitness Day:** a day focusing on inspiring the inactive to be active and the active to try something new with the ambition of creating a lasting behavior change to lead an active lifestyle. We do this by celebrating the fun of fitness and physical activity across the UK throughout a number of settings – i.e. the gym, the workplace, on the high-street and outdoors .

THURS 26<sup>th</sup>

Working with a number of young people from different London boroughs via a range of partners to offer young people a chance to try new activities, such as Rowing and Boxing. The day will involve a series of activities alongside some inspiring talks from young athletes via SportsAid and our EWoS ambassador John McAvoy.

FRI 27<sup>th</sup>

**#BeActive Be Inclusive:** A celebration of inclusive activities delivered at the birthplace of the Paralympic Games – Stoke Mandeville. A day to drive engagement and inspire physical activity in individuals of all abilities, breaking down barriers to access.

SAT 28<sup>th</sup>

**#BeActive Festival (#BeOutside):** Held outside the Roald Dahl Plass in the center of Cardiff, a festival of activities for all ages and abilities, where the public can come and participate and trial new activities for free! With giveaways, performances and activities ranging from Parkour to Dance to Wall Tennis.

SAT 28<sup>th</sup>

**#BeActive Night:** Ministry of Sound will play host to a number of workouts of varying intensity within their iconic dance venue. Celebrating their 28<sup>th</sup> Birthday alongside EWoS's 5<sup>th</sup> Birthday they will then host an entire workout room within the club during an extra-special club night – a real celebration of physical activity alongside music to create a unique opportunity.

SUN 29<sup>th</sup>

**Get Outside Day:** Continuing the #BeOutside theme across the weekend, Ordnance Survey will host for the second year, their #GetOutsideDay campaign across the entire UK. Encouraging people of all ages to get outside via opening up their maps and delivering walks with celebrity ambassador's across some of the UK's most beautiful countryside.