



CANTERBURY.COM/ENGLAND
#englandisall

CANTERBURY UNSUNG HEROES

Celebrating people involved in the game at all levels

Background

- Last year Canterbury, with the RFU launched their very successful 'England is All' campaign
- Next season, Canterbury want to build on the core theme of **England is All**
- We want the campaign to reflect the core values of the game, the shared passion that all within the game have and the games inclusivity
- We want to celebrate those people involved in the game at every level
- To bring the campaign to life we want to be able to tell the stories of people involved in every aspect of the community game

What do we need you to do?

- We would like your help in finding those people from within your communities who go that **extra mile** to deliver the game in your area.
- We will use these stories across the season to help bring the community game to life and showcase those unsung heroes that make it all possible
- Please provide a **50 word** descriptor for a person who you would like to nominate in a minimum of two of the categories below by **Friday 19 July** by email to carolethelwall-jones@rfu.com

<input type="checkbox"/> Volunteer	<input type="checkbox"/> Referee	<input type="checkbox"/> Parent
<input type="checkbox"/> Supporter	<input type="checkbox"/> Player (16-24)	<input type="checkbox"/> Teacher
<input type="checkbox"/> Coach		

What will be required of the people you nominate?

- A small number of people that are nominated will be selected to take part in the campaign photoshoot with members of the England team at Loughborough University on August 11th
- We will also use a range of the stories across the season to support the campaign and may well follow up with individuals as appropriate

Other information

Canterbury will launch the campaign at the same time as the kit launch in late Sep/early Oct 2013.



THIS IS RUGBY.

Teamwork Respect Enjoyment Discipline Sportsmanship