

Press Release – Embargoed until 22:30 Wednesday 25 March 2020

**Sport England launches ‘Join the Movement’ to help the nation stay active at home**

* **Campaign will provide inspiration and trusted information to help people get active in and around their home during the coronavirus outbreak**
* **#StayInWorkOut will showcase how people are already finding new ways to stay active and encourage people to join in by sharing their own content**
* **Supporters include leading leisure providers, popular fitness brands and stars such as Olympic gold medallist Greg Rutherford, England Lionesses Rachel Daly and Millie Bright, and Strictly dancer Karen Hauer**

A national campaign to inspire people to stay active during the coronavirus (COVID19) outbreak has been launched by Sport England today.

With people mostly confined to their own home following the latest government advice, Sport England’s ‘Join the Movement’ campaign will give people fun and creative ideas on how to get active at home and encourage them to share their own experiences and join the movement online using the hashtag #StayInWorkOut.

Launching with a strong social and digital presence, the campaign will have its own online hub to give access to a range of home workout options – including existing free exercise content and advice from organisations such as the NHS, and workouts from popular fitness brands and influencers such as Les Mills on Demand, Joe Wicks (The Body Coach) and FiiT, many of whom are offering free content and extended trials to help people get easy access to home exercise.

The campaign will also encourage people to go outside close to where they live for one session of exercise a day, alone or with their household, as the Prime Minister set out earlier this week, whether that’s simply for a walk, a jog or a cycle.

Backed by the Department of Culture, Media and Sport (DCMS) and funded by The National Lottery, Join the Movement will kick off with motivational imagery of people getting active and slogans such as “Join the family balancing act” and “No kit, no uniforms, no wrong moves.”

Sport England wants the public to not only stay active at this challenging time but to share images of the creative ways they’re taking part. Many of these will then be chosen and used in campaign advertising over the coming weeks.

**Tim Hollingsworth, Sport England’s CEO, said:** *“What matters more than anything right now is that people stay home, save lives and protect the NHS. What that can’t and mustn’t mean is we stop being active, which we believe is now more important than ever. It’s not just a means of maintaining physical health but also to support mental wellbeing and helping people to deal with the anxiety that this period will inevitably bring.*

*“Despite this time of great uncertainty, we are already seeing people find fun and creative new ways to get moving and come together, even while staying apart. This campaign seeks to help bring together the best of that and encourages people to share what they are doing using #StayinWorkout.”*

**Culture Secretary Oliver Dowden said:** *"The mental and physical health benefits of exercise are more important than ever, so we must find new ways of keeping active whilst staying safe at home.*

*"I welcome Sport England's contribution here with fun and innovative ways to keep moving, whether that’s through online home workouts or making the most of the once-a-day outdoor exercise."*

The campaign will be supported by paid media - social and digital advertising – and will be aimed at a broad, national audience of men and women of all ages, with web content also supporting people who want to get active with their children and the over 70s.

Sport England is also creating assets that partners, organisations and individuals can use to help spread the word and create their own materials and activities.

**NOTES TO EDITOR**

For media enquiries and interview requests please contact [stayingactive@redconsultancy.com](mailto:stayingactive@redconsultancy.com), Tel: 0207 0256615

NB. Stayinworkout.org currently takes you to Sport England’s ‘how to stay active at home’ page. It will take you to the full campaign page by 10.30pm Wednesday 25 March.

Please share the Join The Movement campaign accounts:

Website: sportengland.org/stayinworkout

Twitter: <https://twitter.com/stayinworkout>

Instagram: <https://www.instagram.com/stayinworkout/>

Facebook: <https://www.facebook.com/stayinworkout/>

**About Sport England**

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That’s why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.