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TODAY'S GUESTS

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community spirit

Club Journalist Kim Betts reports on the second anniversary of the Football in the Community's Aviva Street Sports initiative and all the latest news from the Club's Study Centre.

AVIVA STREET SPORTS

Norwich City Football in the Community is celebrating the success of its Aviva Street Sports project by inviting 16 young children and their parents/guardians to today's match.



In the first two years of the project over 170 children aged six to 16 years have attended on a weekly basis. The children have enjoyed taking part in many different sports and exercises in a bid to improve self esteem and reduce anti social behaviour within their local communities.

Today's celebration day consists of a 90-minute sports session at Carrow Park, before taking their seats to watch today's Championship game. The young people attending the game have been attending one of six venues across Norwich, these venues are Jenny Lind, Lionwood, Powerleague Bowthorpe, Fiddlewood, Heartsease Towers and Jubilee Park. Upon attending sessions on a regular basis the young people took part and successfully won a multi-sports skill challenge, which took place at their venue.

Aviva Street Sports is open to both boys and girls who are living locally to one of the venues in Norwich. To be involved in Aviva Street Sports an application form must be completed which can be found at www.fitc.org.uk or alternatively visit one of the above venues for an application form.

"With continued support from our key partners Aviva, Span, Sportsmatch, Broadland Council and Norwich City Council this project has made a massive impact on the local communities living near



to the venues," said Football in the Community's Social Inclusion Development Officer Gavin Coe.

"Football in the Community are pleased to manage and deliver the project, which allows hands-on engagement to such a hard to reach client group," added Gavin.

To get involved in the project or for more information, please contact Football in the Community on 01603 761122 or by e-mail at fitc@nfc-canaries.co.uk

STUDY CENTRE IN LIBRARY SHOOT-OUT!

School pupils were encouraged by Study Centre staff to break the rules in their school library by chanting songs and kicking footballs around! The pupils were from Lynn Grove High School in Gorleston and the reason was to launch a brand new project called Champions Read.



Champions Read encourages children to read by offering a Norwich City Football Club reward if they reach their target. Once they've read a book- fiction/ fact/ football programme/ anything - they need to fill in a page in their Champions Read activity book. They then get a Norwich City sticker which they put on to the class wallchart. Once the wallchart is full the school contacts the Study Centre and a special trip to Carrow Road is organised. The target is 100 books between 24 pupils so everybody needs to get their heads in a book.

The launch at Lynn Grove took place on Thursday, February 26. James and Paul from the Study Centre put the students into two teams and got them chanting a football chant style poem at each other before taking part in a penalty shoot-out where the teams scored double points if they answered questions about books correctly.

James from the Centre had this to say about Champions Read: "We devised the project after Lynn Grove asked us to help them to promote reading in their school. Champions Read shows children that reading is fun and rewarding. All the pupils were thrilled to be chosen and are desperate to get reading and collecting their stickers".

If you are interested in running a Champions Read project in your school then please contact Paul Wickens on (01603) 218757.

INTRODUCING . . . JEREMY GOSS



Q: How long have you been in your current role at the Club?

A: I've been doing this role for two years now.

Q: What is your position at the Club?

A: My title is Norwich City Football Club's Community Ambassador.

Q: How did you become the Club's Community Ambassador?

A: Andrew Cullen the then Sales and Marketing Director offered me this role to take over from Bryan Gunn.

Q: What is the best thing about your job?

A: Meeting the amazing supporters of this great Club and listening to them talk about their total devotion and love for Norwich City. Also to see the smiling faces of the young supporters who meet their first team heroes.

Q: If you had one wish what would you change about your job?

A: Nothing! In my own very small way I'm really pleased to be contributing to the success of the Club and at the same time passing on my experience to the next generation of fans.