

# #RUNUNITE

CONNECT | BE ACTIVE | GIVE | LEARN | TAKE NOTICE



## WHAT IS #RUNUNITE

#RUNUNITE was our second project from our #UNITE series of events! We brought together our good friends - host Matt Bailey, Olympian Peter Bakare and Dance Instructor Cheryl from The Creative Dance Centre to to be the face of #RUNUNITE. The projects aim was to get everyone within our community, including schools, teachers, parents and young people united through a themed, daily 1 mile run! #RUNUNITE incorporated the '5 Ways to Wellbeing'; encouraging people to get active, learn something new, connect with friends and family, support/help others and finally to take notice and live in the moment! #RUNUNITE received high levels of engagement in the North East, from people of all ages getting involved with all of the different daily themes (Favourite Sports Shirt, Fancy Dress, Orienteering, Virtual Relay and supporting the NHS).

## COMMUNITY ENGAGEMENT:

- Over 650 views just on Youtube
- The #RUNUNITE posts on Facebook reached over 4000 people and over 31,000 people on Twitter!
- Over 400 views on the Launch video just on Youtube
- Over 150 photos / collages / videos from schools and parents of children across the country shared with us throughout the week so far
- Other School Sport Partnerships also shared the campaign, including Sunderland and South Tyneside
- As a result of the campaign the Gateshead School Sport Partnership Page hit 80 subscribers on Youtube, over 2100 people following @GatesheadSSP on Twitter, 493 on Facebook and 209 followers on Instagram

## SCHOOL ENGAGEMENT:

- Approx. 50% of our Primary & Secondary Schools in Gateshead engaged in the campaign through sending in videos / sharing with their pupils across social media / taking part in school and including the campaign in their weekly home packs / updates for parents
- Schools and pupils from across the North East including, Sunderland, Houghton le Spring, South Tyneside and Newcastle also engaged in the campaign



"We really enjoyed running last week, we even went out and ran our route again this morning!"

"#RUNUNITE has really helped with concentration on her schoolwork!"

"It was hard today but we supported each other to hit our target and achieved a new PB!"

"We have been enjoying seeing the improvement of our fitness in such a short space of time!"

"Day 2 of #RUNUNITE we did our virtual relay, it was great fun! We're so impressed with how hard the children are working!"



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