



#WeAreNotSpectators

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#WeAreNotSpectators - Community sport groups' covid-19 support highlighted in new video campaign

The support provided by community sport groups in London during the covid-19 pandemic has been celebrated in a new video campaign launched today by London Sport.

Brought together with input from more than a dozen community sport groups, the *We Are Not Spectators* campaign highlights the incredible impact of the capital's grassroots sport sector, keeping Londoners active, supporting covid-19 relief efforts, and helping people to adapt to changing

circumstances across the city.

The campaign, which launches today, demonstrates the critical role grassroots physical activity and sport groups are continuing to play in supporting Londoners in every part of the capital.

Featuring representatives from more than a dozen of London's community sport groups, including the Black Prince Trust, Carers 4 Carers, GoodGym, Mini Mermaid Running Club and Our Parks.

The *We Are Not Spectators* campaign comes at a time when elite sport continues its return in the UK with the resumption of Premier League football following on from the return of horse racing, and seeks to remind people across the country of the unique contribution of grassroots physical activity and sport to wellbeing across the country.

We Are Not Spectators will see the release of a range of news stories over the coming weeks on the support provided by community sport organisations via a dedicated web hub, www.londonsport.org/covid-19/wearenotspectators.

The campaign is also calling on sport organisations in London and across the nation to share their own stories of how they have supported communities during covid-19 on social media, using [#WeAreNotSpectators](https://twitter.com/WeAreNotSpectators).

The power of physical activity and sport to change lives has never been in doubt, but the sector's response to the covid-19 crisis and its commitment to supporting people during one of the most challenging moments for a generation has once again shown its unrivalled capacity to forge connections, improve lives, and empower people.

The sector has come together to pledge that *We Are Not Spectators*, and that we will continue to support people in the weeks and months to come.

For more information on the new *We Are Not Spectators* campaign, visit <https://www.londonsport.org/covid-19/wearenotspectators> or search [#WeAreNotSpectators](https://twitter.com/WeAreNotSpectators) on social media.

About London Sport

London Sport is a charity working to ensure more Londoners live happier, healthier lives through access to sport and physical activity. Supported by Sport England and the Mayor of London, we collaborate with those that share our vision, running and supporting projects that help children, young people and the least active adults to embed sport and physical activity into their lives.

For more information on London Sport, visit www.londonsport.org

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