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Subject: EUROHOCKEY MEDIA RELEASE: EUROHOCKEY CHAMPIONSHIPS 2015 TO BE BROADCAST LIVE ACROSS EUROPE
Attachments: Keeper Maddie Hinch puts England into the EuroHockey Championship Final 2013 copyright EHFFrank Uijlenbroek.jpg; Lee Valley Hockey and Tennis Centre Hockey.jpg

2015 EUROHOCKEY CHAMPIONSHIPS BROADCAST COVERAGE SET TO GROW

FOR IMMEDIATE RELEASE

9th March 2015

England Hockey and the European Hockey Federation are delighted to announce that the EuroHockey Championships 2015 will be broadcasted live across key European territories. The action will be played out over 10 days in front of thousands of fans on Queen Elizabeth Olympic Park in London, England from 21-30 August.

Following the recent success of the Rabobank World Cup in the Netherlands last summer the EuroHockey Championships 2015 is set to build on the ever-increasing popularity of hockey across the continent. Ahead of the tournament in August, free-to-air deals have already been confirmed in the UK [BBC], Germany [Sport 1] and Holland [NOS] and on Satellite TV in Belgium [Telenet], and with discussions taking place in Poland, Russia, Spain, Ireland, Italy, India and France, the EuroHockey Championships is likely to reach countries which have never shown the event before.

When the championships were last held in 2013 in Belgium an audience of 105m people watched the drama unfold as Germany's men's and women's teams claimed the titles. With four key partnerships already in place that figure is set to be surpassed in 2015. European hockey boasts some of the best sides in the world with Netherlands, Germany, England and Belgium sitting second to fifth respectively in the World Rankings table in the men's game and the Netherlands women hold the top spot with England and Germany also in the top 10.

England Hockey and the European Hockey Federation are passionate about inspiring more young people and adults to play hockey and broadcasting events such as the EuroHockey Championships is a great opportunity to continue to increase participation numbers across Europe. Recent figures from England Hockey show a 40% growth in young people playing hockey across clubs since the London Olympics in 2012 and the sport is thriving in countries like the Netherlands which regularly hosts international tournaments.

The European Hockey Federation's goal is to grow the visibility of the sport across Europe and build on the positive developments for global hockey TV following the recent \$250m international deal with Star Sports.

On the announcement, *Angus Kirkland, Director General for the European Hockey Federation* said "This is a really exciting time for hockey as we continue to grow our sport's popularity. A key part of our drive and focus is providing top quality, entertaining hockey on TV not only for hockey lovers but for sports fans in general. The announcement

today of free to air broadcasting of the EuroHockey Championships in the UK [BBC], Germany [Sport 1] and Holland [NOS] and on Satellite TV in Belgium [Telenet], is the cornerstone of this platform to ensure we showcase some of the best hockey players in the world competing for the coveted European Cup and a place at the Rio Olympics. We are very proud that we host joint Women's and Men's events and that both genders will be broadcast in these pan European agreements."

The event is the perfect opportunity for sponsors looking to reach an ABC1 hockey audience and engage new fans, with the Title Sponsor opportunity for the event still vacant. *Jonathan Cockcroft, Commercial Director for England Hockey*: "We're really excited about showcasing this fantastic event at our new venue on Queen Elizabeth Olympic Park to a significant European audience. Since the Olympics we have enjoyed a 40% growth in junior club participation in England and this will help continue that momentum. What's more, this news provides an even more attractive proposition for brands looking to associate with such a prestigious event and receive a brand platform to engage over millions of people across Europe."

-ENDS-

Notes to editors

About the EuroHockey Championships 2015

Venue	Lee Valley Hockey and Tennis Centre
Location	Queen Elizabeth Olympic Park
Competition Dates	Friday 21 to Sunday 30 August 2015
Pre-event Training Period	Wednesday 19 and Thursday 20 August 2015
Gender	Women and Men
No. of Teams per Tournament	8
No. of Athletes	16 teams x 18 = 288
No. of Team Staff	16 teams x circa 8 = 128
Teams Qualified - Men	GER, BEL, NED, ENG, ESP, IRE, RUS, FRA
Teams Qualified - Women	GER, ENG, NED, BEL, ESP, SCO, ITA, POL

Website:

www.eurohockey2015.co.uk

Social media:

www.facebook.com/EuroHockey2015

www.twitter.com/EuroHockey2015

EuroHockey 2015 promises to be the perfect place to watch some truly world-class sport in a family friendly environment. National pride will be the theme in a new stadium on London's Queen Elizabeth Olympic Park.

Contact details for enquiries:

General enquiries: info@eurohockey2015.co.uk

Tickets: tickets@eurohockey2015.co.uk

Hospitality: hospitality@eurohockey2015.co.uk

Media Enquiries: media@eurohockey2015.co.uk

Sponsorship opportunities are available, including a title sponsor – contact sponsorship@eurohockey2015.co.uk or call Jonathan Cockcroft on +44 (0)7921 059386. Since first being staged in 1970, the EuroHockey Championships has gone from strength to strength establishing itself as a key event in the European sporting calendar. At the last Championships in Belgium in 2011, a TV audience of 105 million tuned into the 230 hours of coverage across the UK, Germany, the Netherlands and beyond. The stadium was full of passionate fans throughout the event and England Hockey is looking to build on this spectator and TV reach in its new hockey venue.

About UK Sport

UK Sport is the nation's high performance sports agency responsible for the strategic investment of around £350million of National Lottery and Exchequer funding in Olympic and Paralympic sports preparing for Rio 2016 and beyond.

UK Sport's Major Events programme will invest around £27million of National Lottery funding to support the bidding and staging costs of major events on home soil, as well as providing specialist support to organisers. Events are supported for their likely performance impact on GB athletes, but also to maximise the wider sporting, social, cultural, economic and environmental benefits.

This ambitious programme will support British athletes' preparation and qualification for Rio 2016, while generating approximately £287 million of additional expenditure in host cities and regions and bringing over 250,000 overseas visitors to the UK. Events already secured include the 2017 World Athletics and IPC Athletics Championships to be staged in the London Olympic Stadium and the 2015 World Artistic Gymnastics Championships at the Hydro Arena in Glasgow.

About England Hockey

England Hockey is the national governing body for hockey in England. It is responsible for the governance and development of the sport in this country. England Hockey is also the 'nominated country' for Great Britain. Consequently, it is responsible for preparing the Great Britain hockey teams for the Olympic Games, on behalf of and with the support of the other home nations, Scotland and Wales.

About the European Hockey Federation

The European Hockey Federation (EHF) is the governing body of hockey in Europe. It is composed of the Member Associations of European nations (43) that govern hockey in their countries. The EHF is one of 5 Continental Federations that are affiliated to the International Hockey Federation (FIH), the world governing body for hockey. The EHF is responsible for organising European Championships for Seniors, Juniors (U21), Youth (U18 and U16), Men and Women, Indoor and Outdoor, Nations and Clubs at all levels of competition. It is also responsible for the delivery of development and education programmes for Umpires, Technical Officials and Coaches under the direction of the FIH Academy.

About Lee Valley Hockey and Tennis Centre

- This unique £30 million venue has two of the best hockey pitches in the country as well as four indoor and six outdoor tennis courts and hosts a range of community, club and elite events.
- The primary hockey pitch has a capacity of 3,000 which can be increased to 15,000 for major events.
- Lee Valley Hockey and Tennis Centre will host the European Hockey Championships in 2015, the Women's Champions Event in 2016, the Men's World League Round 3 in 2017 and the Hockey Women's World Cup in 2018.
- Players of all abilities from all communities have the chance to take part in hockey and tennis with participation opportunities for all.
- Lee Valley Hockey and Tennis Centre is one of three London 2012 legacy venues which Lee Valley Regional Park Authority runs. The others are Lee Valley VeloPark and Lee Valley White Water Centre.
- Lee Valley Hockey and Tennis Centre hosted the London 2012 Paralympic Wheelchair Tennis Competition and was the only venue to be purpose built for the event.
- The centre will host the NEC Wheelchair Tennis Masters in November 2014, 2015 and 2016.
- Lee Valley Hockey and Tennis Centre is located in Queen Elizabeth Olympic Park which offers the best in sporting and cultural amenities through world class venues and parks, while at the same time creating places to live and work.

- Media: <http://www.visitleevalley.org.uk/hockeytennis> Tel: 08456 770 604 Twitter: @LeeValleyHTC Facebook: www.facebook.com/LeeValleyRegionalPark

For more information on Lee Valley, images and interviews, please contact Lee Valley Regional Park Authority Media Officer Nick Boothroyd on 01992 709 906 / 07909 000 316 / nboothroyd@leevalleypark.org.uk

Images

Please credit EHF/Frank Uijlenbroek for the Maddie Hinch image or England Hockey for the view of the Lee Valley Hockey and Tennis Centre. For England Hockey image requests please contact Jennie Byass on 01628 897513 / 07850 907320, or jennie.byass@englandhockey.co.uk



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21 – 30 August 2015 Women & Men
Queen Elizabeth Olympic Park

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