PRESS RELEASE

For immediate release

Success of England's Lionesses boosts local interest in girl's football and Help Soccer Coach's Football Camps

The exploits of England Women's Lionesses at the UEFA Women's EURO 2022 Championships are having a positive effect on girls' football locally according to Rugby-based football coaching company Help Soccer Coach.

Ahead of their August Summer Football Camps starting week, they have seen a substantial increase in interest and bookings for their three Girls Football Camps which will once again be running at Rugby School Sports Centre. This is just as England's Lionesses now head into the last four of the UEFA Women's EURO 2022 tournament and are one of the favourites to lift the trophy for the first time at Wembley on 31st July

Help Soccer Coach Head Coach Simon Mills explained by saying, "It is great and no surprise that the success and progress of England's Lionesses is finding its way back down to grassroots level and inspiring girls to get involved in football here in Rugby.

We already welcome a sizeable number of girls to our weekly coaching sessions with more and more attending each week, this in addition to our successful first Girl's Football Camp which we held during the Platinum Jubilee Holidays."

On the back of this interest and demand, Help Soccer Coach will be running a further three girls football camps across August, the first is from Monday 1st to Wednesday 3rd August, followed by Camp number two from Monday 15th to Wednesday 17th August. Their final Camp of the summer break will be after the August bank holiday for a further three days on Tuesday 30th August to Thursday 1st September.

Each day of the Summer Holiday Football Camps will run from 9:00 am to 3:00 pm where girls aged 5 years and over can look forward to a wide variety of skills sessions, specialist coaching from FA qualified coaches up to UEFA B standard, small-sided games, and competitions.

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Mills added, “It is great to see the interest in girls’ football and for our girl’s football camps, which shows not only that there is a clear demand and interest in the girl’s game but also what we can offer and deliver for them.

We also continue to work closely with Rugby Town Ladies and Girls Football Club to develop girls’ football in the town. And whilst we, like everyone connected with football, hope that England’s Lionesses go on to lift the Euros trophy, their success in the tournament so far can only be good for the girls and women’s game as a whole and especially here in Rugby.”

The Help Soccer Coach Girl’s Football Camps will once again run alongside similar ones being held for boys aged five years and upwards. The cost to attend any of their Camps in August is only £15.00 per day per child or £40.00 for all three days. Children also have the option to attend any individual days across all three Camps, with a 20% sibling discount also available across the programme.

Places for each Camp and individual days are limited. To book your child’s place or find out further information, go to the Help Soccer Coach website at www.helpsoccercoach.co.uk, telephone Simon on 07889 985972 or email the team at info@helpsoccercoach.co.uk

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Notes to Editors and Reporters

1. Help Soccer Coach are a football coaching company based in Rugby, Warwickshire. They work with for boys and girls aged 5 years and above to help them aspire to and achieve their footballing dreams, providing a wide range of football opportunities at every stage of their footballing development.

2. Help Soccer Coach is owned and managed by Simon Mills, an ex-semi-professional footballer with over 15 years coaching experience at elite and grassroots football levels. Having recently completed his UEFA B Licence, Simon is also a qualified FA Mentor, with FA qualifications also in Level 1 Psychology and Talent Spotting.

3. Working in tandem with two of the town's foremost established football clubs, Rugby Town FC and Hillmorton FC, Help Soccer Coach's mantra of providing 'football for all' regardless of age, ability and background offers a pathway from early years to semi-professional non-league football and possibly beyond.

4. For further details on Help Soccer Coach and their forthcoming Holiday Football Camps including photo opportunities, contact Simon on 07889 985972 or via email at info@helpsoccercoach.co.uk

   Alternatively, please contact Karl Quinney on 07775 883102 or via email at karl@karlquinney.co.uk.