COLCHESTER UNITED FC

Football in the Community

AUTUMN NEWSLETTER

MOVE & LEARN

Colchester United Football in the Community, Ferrero and the EFL Trust have announced a partnership to deliver a primary schools programme in Essex and Tendring that encourages children to take part in physical activity, while helping them to understand the importance of a balanced diet and an active lifestyle.

The +Sport Move and Learn Project is part of Ferrero's global Kinder + Sport initiative designed to encourage active lifestyles in children across the world and has already reached 15 million children.

Now in its third year, the programme has to date been delivered in 776 schools, with 43,577 children impacted. To build on this success, this year 616 schools and 37,000 children will be reached.

Over the course of six weeks, children from year 5 classes spend 45 minutes in the classroom learning about the body, nutrition and the importance of exercise, through participating in interactive activities.

The second half of the 90 minute session is dedicated to playing football, dodgeball or handball, with two weeks spent on each sport.

We are currently recruiting schools to take part in our Kinder + Sport Move and Learn Project, to get

your school involved please contact tom.tayler@colchesterunited.net.

Colchester United Football Club first team Goalkeeper Sam Walker will be the Player Ambassador for the project and he said: "I am really excited about being a part of the Move & Learn project and to meet the children that are taking part in the sessions.

"As a professional football player, I know all about the importance of eating good food to ensure I'm in good shape for a game and I am sure the children will benefit from the activities and lessons that will be put on by our coaches."

A spokesperson from Ferrero said: "We're thrilled to be bringing the +Sport Move & Learn Project to Colchester United Football in the Community.

"Since launching Kinder + Sport in the UK two years ago, we have moved over 100,000 children as a result. Active children are more likely to grow into active adults, so we are passionate about inspiring future generations in communities across the UK to get active and live well.

"The English Football League Trust is the perfect partner; football clubs are at the heart of their communities and engage and inspire people from all generations – and this is exactly what we want to do with Kinder + Sport in the UK."

Mike Evans, Director of Operations at the EFL Trust said: "We've been working with Ferrero for three years now and seeing the programme go from strength to strength is incredible.

"The power of sport and the club badge allows our network of community trusts to deliver key messages, such as tackling obesity, to reach out to the wider community.

"This investment in helping to get future generations living well is invaluable and we look forward to continuing to work with Ferrero and our own network. It's a pleasure to welcome Colchester United Football in the Community.to the Kinder + Sport family."

MAN V FAT LEAGUE LAUNCHED

MAN v FAT Football - a 15 week football league exclusively for men who want to lose weight - launched at Colchester United at the end of August.

The MAN v FAT Football scheme has been so popular it has been featured on BBC's The One Show and has even been the focus of a programme on Brazilian national television.

With 93% of players losing weight and some players losing up to 70lbs during the 14 week league, it's no wonder Colchester United, Colchester United's Football in the Community and MAN v FAT have teamed up to bring the scheme to North Essex.

Uniquely, the MAN v FAT Football league is decided not just on points won, but pounds lost.

It is suitable for men of any fitness level and there are even non-playing roles available, meaning that men of any size can get involved and get healthier.

As well as free football, every player also receives free resources, inspiration and 24/7 support to help them lose weight and get fitter via MANVFAT.com.

Andrew Shanahan, Managing Director of MAN v FAT said: "I set up MAN v FAT when I lost over 70lbs and discovered just how little help there is out there for men who want to lose weight, so we are thrilled to bring MAN v FAT Football to Colchester.

"We've already had a brilliant reaction to the idea and if you're interested in playing then get in fast as places always go fast in every league we've run.

"I'd urge any guys who fancy winning their battle against fat to give it a try – the only thing they have to lose is weight!"

SCHOLARS VISIT SUMMER CAMP

Recently at the second Football in the Community Annual Summer Camp, all participants were given a treat when the Colchester United youth team scholars came down to spend the morning helping out the coaches and putting the young football fans through their paces.

We had a great cohort of U18s players come down to support the players to pass on some technical tips and tricks, which the young players would take into the tournament that afternoon.

The scholars were involved in a range of sessions, with varying age groups from 6 year old all the way up to 16.

The players involved in the older aged sessions were even able to test out their shooting against some young aspiring goalkeepers.

Mark Foster, Holiday Activities Coordinator, said: "It was a pleasure to have our scholars come along and get involved with the camp. Their energy and enthusiasm to get among the different groups and enhance the attendees' camp experience was greatly appreciated and made for a superb morning."

FOOTBALL COLLEGE PROGRAMME

Colchester United Football Club is still on the look-out for current school year 12, 13 and 14 students that are advanced footballers to join their 'Football College' for the 2016/17 season.

The Colchester United Football College Programme is based at the Thurstable Sixth Form Centre, close to the Colchester United training ground. The programme has run very successfully since September 2009 and is now established as one of the top post-16 football/education programmes in Essex. The football college programme will also allow students to progress in their further education and leadership skills.

If interested, or for more information, please contact Mark Foster at mark.foster@colchesterunited.net.