



## Cameron Norrie becomes an ambassador for Give It Your Max

Friday, 28<sup>th</sup> June 2018

Give It Your Max, a UK Tennis Charity, are delighted to announce that Great Britain's number two player, Cameron Norrie has become their first player ambassador.

Cameron, who won his debut Davis Cup match earlier this year, despite only turning professional less than a year ago is pleased to become a Give It Your Max ambassador as he knows the benefits that sport has on young children. From the age of 6 Cameron played tennis, squash, rugby, football and cricket, and at age 15 he decided to focus on his tennis. Cameron, who is currently ranked 79 on the ATP rankings, will certainly help to inspire the children who take part in Give It Your Max sessions.

Cameron says; 'I am really honoured to become a Give It Your Max ambassador. As a player I know the benefits that sport can offer to young children and I really believe in what Give It Your Max is doing. They've delivered tennis to over 120,000 children in some of the most deprived areas of the UK. I am excited to get involved and help Give It Your Max in any way that I can.'

Abigail Tordoff, CEO of Give It Your Max, added; 'We are very excited to have Cameron as our first player ambassador - he's a fantastic role model for young children and we are thrilled to be working with him. We hope to reach more and more children in the UK who need our help so having the support of a top player like Cameron really helps us achieve this.'

### **About GIYM:**

**Give It Your Max is a UK Tennis Charity, which currently runs 21 in-school tennis programmes within some of the most deprived parts of the UK. Since the charity was founded in 2005, it has provided tennis opportunities to over 120,00 primary state school children.**

**The majority of the children who participate in the programmes come from inner city and deprived areas throughout the UK and are those who might not otherwise receive the opportunity to play tennis without GIYM's funding. GIYM's focuses on supporting children aged between 5 and 10, helping develop their social, physical and cognitive skills in a healthy, fun environment. GIYM recently hired an independent external company to carry out a data research project that highlighted the impact that tennis is having on the children GIYM works with. Some of the findings include; 97% of children say they feel more confident since starting GIYM sessions, parents have seen a 60% increase in friendships and teachers have observed a 59% increase in their concentration levels within the classroom. GIYM coaches have noted a 71% positive impact on children's physical wellbeing and 64% on the children's mental wellbeing.**

### *Contact Information:*

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