

Become an Ambassador for

THIS  
GIRL  
CAN

ESSEX



# What is 'This Girl Can Essex'?

This Girl Can is a nationwide campaign to get women and girls moving, regardless of shape, size and ability. The 'This Girl Can Essex' campaign is an extension of the highly successful national campaign bringing it to a local level to inspire women in Greater Essex.

The goal is to show how physical activity can be fun, enjoyable and sociable. It's about real women of all shapes and sizes and all levels of ability. It doesn't matter about what you look like. No judgement - you're doing it for yourself and that deserves to be celebrated!

We hope to recruit Ambassadors that will help us celebrate Active Women in Essex. Our Ambassadors aren't confined to the gym! Many enjoy running, swimming, walking, weight and power lifting. And that's to name just a few!

And whether you are cycling to work, running with your pooch or walking the kids to school - we are celebrating the amazing ways you fit exercise into your life - #FitGotRealEssex.

## How do I get involved?

Choose what you would like to get out of being an ambassador! Whether you would like to inspire others, promote physical activity, support others and our Women Like Us Festivals or deliver your activity across Essex, you lead your own programme!

## Want to become a This Girl Can Essex Ambassador?

Contact [holly.adams@activeessex.org](mailto:holly.adams@activeessex.org) or visit [activeessex.org/resource/this-girl-can-ambassadors-2019](https://activeessex.org/resource/this-girl-can-ambassadors-2019)

## INSPIRER



- Share your journey into physical activity and motivate others. Shout about what you are doing!
- Share your pictures and stories on Facebook, Instagram and Snapchat when you are taking part in an everyday activity or if you have completed a personal goal.

- Use hashtags, tweet and retweet opportunities you see to get women involved and encourage them to try something new.
- Encourage friends to get involved across social media and get them to visit our Active Essex This Girl Can page.



## SUPPORTERS

- Want to get involved in supporting the delivery of local This Girl Can? Head to a Women Like Us Festival!
- Want to get into contact with other Ambassadors? Form a local working group in your district to support women's sport and physical activity.

- Love your sport or activity? Talk to us about how we might help upskill you to help deliver to other women in your area.
- Or perhaps you are already delivering sport in your area? Talk to us about how we might help you grow and market your idea further.

## DELIVERERS



Contact [holly.adams@activeessex.org](mailto:holly.adams@activeessex.org) or visit [activeessex.org/resource/this-girl-can-ambassadors-2019](http://activeessex.org/resource/this-girl-can-ambassadors-2019)

## “ Ambassador story

I became an ambassador because I truly believe there is a sport out there for everyone, it is just a case of finding what you enjoy with a friendly community that you want to keep coming back too. I want women that cycle to come and ask about their bits that chaff and how we get round that! I aim to be open and to inspire.

**Robyn**

## “ Ambassador story

I love being part of a positive community that inspires women. My ethos is about exercise being fun and accessible for all. I believe that as a 30 something ‘fattie’ who manages to find the time and the confidence to shake my bootie regularly (and enjoy it!) that I’d be the sort of person who could inspire others to get up and try it!

**Becky**

#FitGotRealEssex

#ThisGirlCanEssex

