

# Media Release

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**Issue Date:** 16/04/2012 **#fittertwitter - Sports stars back County Hall's London 2012 campaign**



'Blade-runner' athlete Richard Whitehead (centre) plus top swimming director Bill Furniss - who coaches Rebecca Adlington OBE - today launch Nottinghamshire County Council's 'Fitter Twitter' campaign: #fittertwitter. Richard is shown above with canoeist Louise Donington (left) and Council Leader, Councillor Kay Cutts.

The county council is harnessing the social media platform Twitter for a new fitness and healthy living campaign aimed at local communities in the run-up to London 2012. The local authority already has almost 5,000 Twitter followers at: [www.twitter.com/nottsc](http://www.twitter.com/nottsc)

From Wednesday, marking 100 days to go to London 2012's opening ceremony, the county council will send a daily tweet from county sports stars, using #fittertwitter to offer helpful and guidance on getting and staying active during Olympics year.

Coun John Cottee, Cabinet Member for Culture and Community, at Nottinghamshire County Council said: "We are excited about the #fittertwitter campaign and it provides another avenue, through social media, to promote London 2012 and the benefits of sport for all across Nottinghamshire."

The majority of the tweets are from local athletes who live in the county and have received Shining Stars funding from the county council and are currently vying for London 2012 selection.

Also featured is Richard Whitehead, who received a Shining Stars sports grant from Nottinghamshire County Council in 2010. Richard runs using special blades and is aiming for gold at the London Paralympics this summer.

Richard, 35, from Lowdham, is aiming for Paralympic selection in the 100m, 4x100m and the 200m this summer and has just returned from warm weather training in Portugal. Richard's suggestions for helping people get active this summer will be among the first tweets posted as part of the campaign this week.

He said: "I am delighted to get involved in Nottinghamshire County Council's Fitter Twitter campaign. It provides an excellent opportunity for athletes and coaches to engage with local people in promoting the value of sport for all.

"There are some key dates ahead for London 2012 track hopefuls with a Test event at the Olympic Stadium and selection in the coming weeks but whatever is to come, I continue to concentrate on my day to day training and that is my key focus at the moment."

Meanwhile Bill Furniss, Swimming Director for Nova Centurion Swimming Club, which is supported by Nottinghamshire County Council and Nottinghamshire Amateur Swimming Association is providing a further five tweets which will also feature as part of Fitter Twitter.

He said: "Fitter Twitter is a good idea to help promote the benefits of sport and exercise to a wide audience ahead of London 2012. Our ideas offer sound advice for people to consider if they are thinking about exercise."

Swimmers including Sasha Matthews and Andrew Zawadski, who are members of Nova Centurion Swimming Club, along with Ollie Hynd, who has been nominated for the GB Paralympic squad, receive Nottinghamshire County Council Shining Star funding and have also contributed tweets for the campaign.

And there is advice and suggestions from Shining Star athletes from a range of other sports including canoe slalom, tennis, badminton, wheelchair basketball and track athletics. Check out Fitter Twitter on Nottinghamshire County Council's Twitter Feed at: [www.twitter.com/nottsc](http://www.twitter.com/nottsc) from Wednesday - there will be a tweet a day for the next 100 days until the opening ceremony of London 2012.

Catch up with Nottinghamshire County Council's London 2012 countdown at: [www.nottinghamshire.gov.uk/sportforall](http://www.nottinghamshire.gov.uk/sportforall)