



Summer of rugby countdown to the new season..

We wanted to give you an early heads-up on plans we're developing to help capitalise on the excitement around this summer's rugby activity, which includes England Rugby's Summer Series, GB 7s competing in the Tokyo Olympics and a Lions tour to South Africa. So much to look forward to!

16 July Countdown – 50 days to go!

On Friday 16 July, we will launch our '50 days to go' countdown to the first weekend of fixtures in the 2021/22 season. The aim is to create a buzz around the new season and to shine a light on the rugby community as they support their players, coaches, volunteers and members to get ready for September.

Pitch Up for Rugby

We are encouraging clubs, players, officials, volunteers and fans across the country to join together to get involved in a national celebration of rugby during our 'Pitch Up for Rugby' events, which will be held between 4 and 12 September.

These dates give clubs the option of hosting their Pitch Up event on either 4/5 or 11/12 September, or both if you prefer!

The 'Pitch Up for Rugby' week is to remind people that rugby is back, and clubs are excited to be able to welcome members - new and old - to the rugby family. We are also keen to use this opportunity to recognise everyone who has worked tirelessly to keep the game going during the pandemic.

Many of you will already be familiar with the Pitch Up format, but for those of you who aren't, a story around last year's Pitch Up is available below. We will share further information over the coming weeks alongside FAQs which will be uploaded to the Club Support Helpdesk

How we will support you

We will provide material for clubs to help promote events to your members and to the wider community. This will include event plans, posters, social media graphics, publicity guides and press release templates for pre and post event to generate media coverage and boost attendance, alongside resources to ensure a safe, compliant event.

Help spread the message via social media

Alongside the central campaign, we are setting up an online community for our game's Social Media volunteers. Would you or the person who looks after your club's social feed like to join?

We will support this online community with training, guidance and best practice models to help clubs maximise publicity for your club.

Let us know if you would like to take part!

REGISTER YOUR INTEREST via the link below, by 9 July. This doesn't commit you to anything, it just gives us an indication of the number of clubs who will be getting involved to celebrate rugby being back.

On the form, you can also nominate your Social Media Lead(s) and let us know when your celebration event will take place.

[REGISTER INTEREST](#)

[MORE ABOUT PITCH UP FOR RUGBY](#)