
New Regional Communicator



Hi there, My name is Karenza Morton and I am delighted to be joining the RYA East Midlands team as your new Regional Communicator. Some of you may recognise my name from my time working as

the RYA's Racing Communications Officer in Southampton but having recently relocated further north for personal reasons I am now looking forward to focussing my RYA communications efforts exclusively on the East Midlands.

To help me try to leverage as much good publicity as I can for all the great work that goes on at your clubs and your success stories, I need you to tell me what you want to shout about. Have you secured funding for a new club project to drive participation? Has one of your members landed a major Championship title or award? Have you introduced a new club initiative aimed at encouraging a particular group of people to get out on the water?

Whatever you think may be of interest to the media please let me know. I am committed to the RYA East Midlands for 10 hours a month so the earlier you are able to tell me what might be on the horizon, the more chance we potentially have of being able to factor your news into the monthly media schedule.

A crib sheet on how to put together a good press release will also be soon downloaded from the RYA East Midlands website (www.rya-

eastmid.org.uk) to help you try to maximise publicity for your club activity in your local area.

Carsington Sailing Club



Some weeks ago Carsington Sailing Club was nominated for a "Club of the Year" award as part of Derbyshire Dales Sports Awards.

The awards celebrate and reward people who are making a big contribution to sport. The awards are made to say well done and thank you to those people who are making an outstanding effort to improve their sports performance, or somebody else's performance, especially as a volunteer.

At the awards ceremony held in October, Carsington Sailing Club was awarded the 'Derbyshire Dales Club of the Year 2009' trophy.

This award was bestowed upon the club particularly in recognition of the links the Club has made with schools, giving their pupils access to sailing and the opportunities offered by the Club for youngsters to develop their sailing. Winners from the Derbyshire Dales Sports awards are entered in the County Awards which also link to the BBC Sports Personality of the Year Awards.

The results of the County Awards will be announced on the 13 Nov 2009. Watch this space.

Any other questions?

Please get in touch with me if you have any questions / queries email is best – nelsonho@globalnet.co.uk