

**Brief:**

GlobalGames®Sports increased their involvement and sponsorship of the British Men's and Women's Handball Teams by creating and operating the first "Handball Challenge" at St Pancras Station.

Our brief was to provide a showcase for the sport in this bustling international terminal and offer the public the opportunity to meet the teams that will be competing in 2012.

**Event:**

We created a bespoke Handball Cage including Accuracy Holes and Speed Radar to fully represent the incredible speed and skill of this sport.

Located prominently on the main concourse (and with a lot of GB track suited athletes walking around) it provided a great attraction.

The event set-up was carried out the night before and pack-down after the event with the minimum of disruption to the day to day running of the station.



**The Results:**

For an "impromptu" promotional event the results from this activity were incredibly positive. Amongst the results / feedback received were:

- Substantial press coverage across local / London and national media
- Greater awareness of the sport in the UK and knowledge that GB will be competing
- Public opportunity to meet Olympic Athletes "in the flesh"
- Massively positive feedback from British Handball and the commitment to extend the "Handball Challenge" to more events and venues\*