

npower Launches What's Your Goal? Initiative



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January 24, 2013, 5:15 am -- /[EPR NETWORK](#)/ -- Npower has announced that Clare Balding will lead a line-up of 11 successful women from the world of sport to launch the energy company's 'What's Your Goal?' initiative, offering young people once-in-a-lifetime opportunities in the football industry.

For the 2013 campaign, Clare Balding has joined forces with high profile female professionals who have shot to the top of their game and enjoyed success within the world of football. The likes of Jacqui Oatley and Kelly Smith will join Clare in a bid to encourage more girls and boys to think about a career in the nation's favourite sport and to continue to boost the profile of sportswomen in the UK, following the success of last year's Games.

The initiative is designed to encourage teens across the UK to start thinking about their careers. Clare Balding and the 'What's Your Goal?' mentors will showcase the vast and varied jobs available to young people, both on and off the football pitch, demonstrating the range of employment opportunities available.

Working in partnership with The Football League, [npower](#) is searching for a 'dream team' of 11 ambitious and enthusiastic youngsters to spend a day being mentored by one of the successful sportswomen who have come on board to offer their

time, knowledge, and support to the programme, offering them invaluable experience.

Having demonstrated why they should be chosen for one of the coveted roles with a CV and video application, the 11 lucky youngsters will be thrown straight into the action. One budding commentator will get to give their play-by-play account of the match alongside Jacqui Oatley at the Championship Play-off Final, while another will learn what it takes to be a top TV presenter with Clare Balding. Other roles up for grabs include reporting on all the action with Daily Mail sports reporter Laura Williamson and receiving first class professional football training with Arsenal Ladies and Team GB's Kelly Smith.

In addition, young people can also get the chance to shadow: Everton U17s Ladies Manager Mo Marley, Sheffield United Goalkeeping Coach Leanne Hall, Exercise Scientist for Birmingham Ladies Ellie Maybury, Sports Photographer Georgie Gillard, The Football League's most senior female referee Sasa Ihringova, MD at St George's Park Julie Harrington and Ipswich FC Sales Manager Rosie Richardson.

Clare Balding said: "2012 was an amazing year for sporting achievement in the UK, especially for women, so I am delighted that npower will be continuing to keep up the momentum in 2013 and championing female athletes with 'What's Your Goal?'."

Clare McDougall, npower's head of education and community, added: "Last year's sporting success had a real impact on young people's perceptions of female athletes. We want to continue this with 'What's Your Goal?' and encourage young people to think about a career within the football industry by providing them with a line up of 11 inspirational and successful women from the world of sport."

Giving more young people across the UK a chance to try something new, 'What's Your Goal?' will, again, see npower working with all 72 clubs in The Football League to offer over

350 valuable work experience placements to students in Years 10 - 11 in their local areas.

Students in Years 7 - 11 are invited to apply for the chance to spend a day shadowing one of the high profile experts such as Clare Balding, by simply filling out a job application which is downloadable at www.npower.com/whatsyourgoal.

About npower

npower is one of the UK's largest electricity suppliers and has 6.6 million customer accounts across the UK.

npower has been awarded platinum status in Business in the Community's CR Index and is one of 29 companies to have achieved the CommunityMark since its launch. All CommunityMark achievers have been recognised for demonstrating excellence in their holistic and strategic approach to community investment.

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