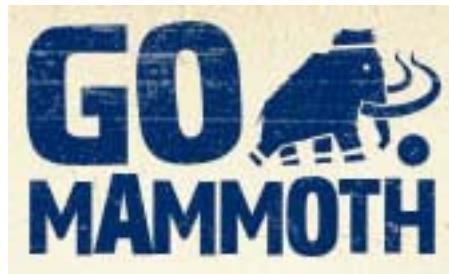


# Olympic Fever Drives 165% Increase in Members for London Social Sports Club



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Author: **Go Mammoth**

Industry: [Sports](#)

**Go Mammoth** – calling itself “the social sports club”, report a huge increase in new members to its London sports leagues with new members citing the upcoming Olympics as a deciding factor in the decision to get active.

**London, UK**, May 15, 2012, 2:27 pm -- /[EPR NETWORK](#)/ -- The sports club, who run leagues at over 20 venues across London, have opened 10 new leagues already in 2012 to cope with the demand of a 165% uplift in new members compared to the same period last year. At least another 20 more new leagues are expected before the end of the year.

**Luke Mohr, founder and MD of Go Mammoth explains;**

“In the last 6 months we've seen a huge increase in demand for our sports leagues across the board – when we ask new members what made them want to join there's obviously a myriad of responses from getting fit to meeting new people but a huge number are also telling us that the increasing buzz of the Olympics has inspired them to go out and get active, rather than just heading straight to the pub when 5:30 comes.”

**“The Olympic spirit has really started to grip Londoner's”**

In fact, over 65% of new members at Go Mammoth stated that living or working on the doorstep of the Olympic village had been either the main or a contributing factor in their decision to join one of the sports leagues. Mohr goes onto say;

"Our [5 A Side](#) and [London netball leagues](#) are always popular but our less traditional sports like Dodgeball, Volleyball and Ultimate Frisbee are also experiencing significant growth – we see this as a sign that the Olympic spirit has really started to grip Londoner's! Its great to see new members who may not have played any sport since their PE lessons at school getting involved, trying out new things and getting fit in the process."

**Go Mammoth**, which, blends elements of a sports and social club is based on a concept Mohr saw working successfully in North America before [founding the London club in 2010](#). Starting with just 4 leagues and 1 member of staff the club now operates leagues at 24 venues across London with 1000's of members who take part in weekly leagues of indoor and outdoor sports including Football, Netball, Touch Rugby, Basketball, Dodgeball, Ultimate, Beach Volleyball and Softball.

More information about the club is available at [www.gomammoth.co.uk](http://www.gomammoth.co.uk) and [www.facebook.com/gomammoth](http://www.facebook.com/gomammoth), for further details, quotes or interview requests please contact John on [press@gomammoth.co.uk](mailto:press@gomammoth.co.uk) or by phone 07809 887424.

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