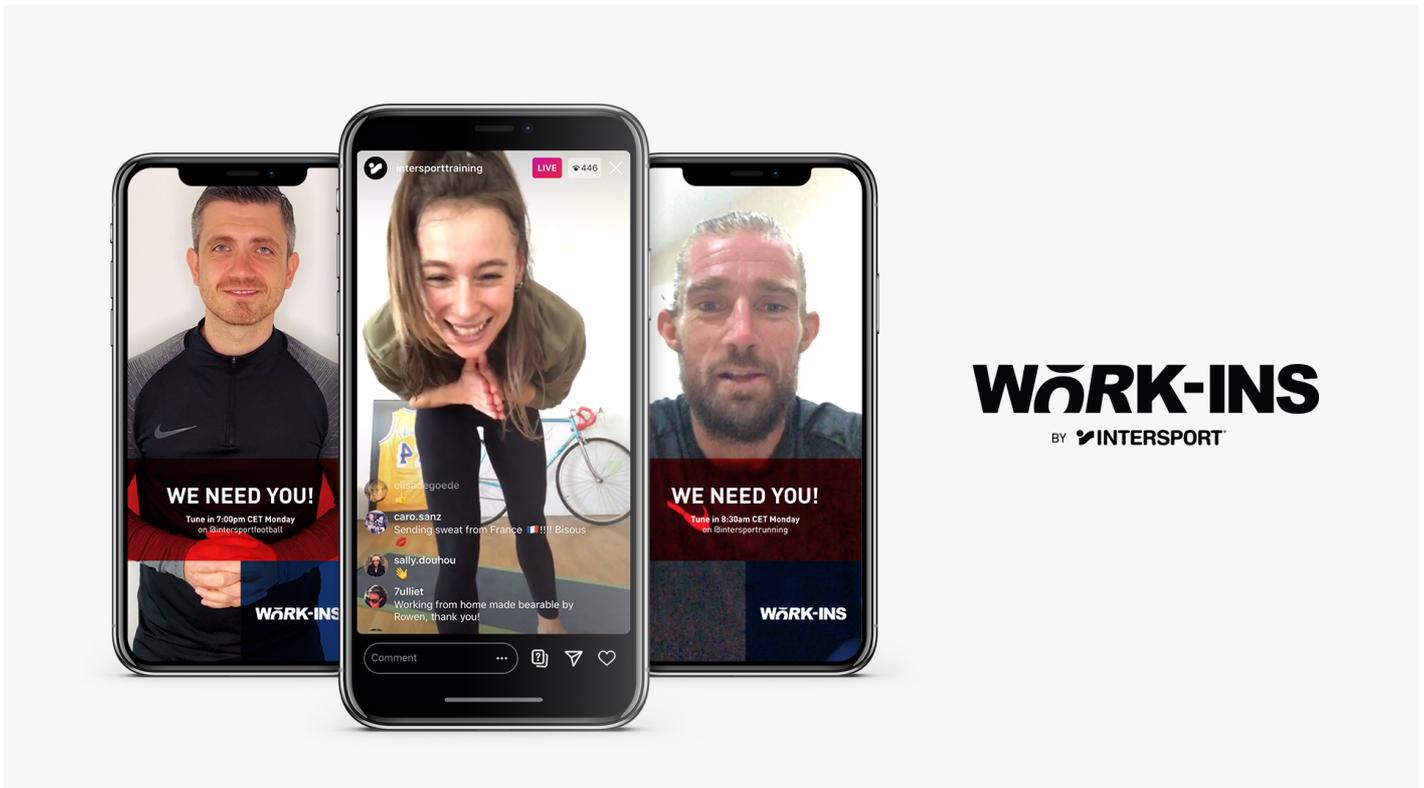




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INTERSPORT #WorkINS Brings Sport Indoors to Unite Communities

A social community space for people to feel welcome, heard, and do live sports indoors



March 25th 2020 - Intersport launches WorkINs, a social campaign to unite housebound gym-goers during the coronavirus pandemic created in-house by Amsterdam based ideas company, We Are Pi.

As the world's leading sporting retailer, INTERSPORT lives at the heart of thousands of local sporting communities around the world. As COVID-19 precautions brought millions indoors, INTERSPORT began hearing from those individuals. They were missing their activity - the routines, the workouts, the teams and the terrains. But more importantly, they were missing the benefits of that activity - the camaraderie, the energy, the stress-relief and the humanity.

In response, last Friday afternoon, INTERSPORT and creative agency WE ARE Pi brought together a working group of marketeers, strategists, creatives, designers and a wider community of influential sports trainers, to provide a quick solution to this challenge. The teams collaborated remotely using technology to operate at pace, from concept to delivery in a 72 hour sprint.

The result is #WorkINS - a community space for people to feel welcome, heard, and do live sports. It features indoor training sessions for sports that normally take place outside or in groups, such as football, running and training. Hosted on INTERSPORT's global and local Instagram channels and curated by coaches from all over the world, #WorkINS sessions require little to no workout gear or equipment. All you need is a phone and a desire to get moving.

The #WorkINS social training initiative is a responsive extension of INTERSPORT's recently launched 'Wherever You Take Sport' campaign, part of INTERSPORT's mission to help people find their place at the heart of sport. This promise has seen the retailer champion the unexpected places people have taken sport - first with training, then with running and now all sporting activities, as the world adjusts to staying fit inside the home.

In the coming weeks #WorkINS will expand into new categories with different, fun and exciting types of fitness and recruiting coaches from all over the world.

Alex Bennett Grant, CEO at WE ARE Pi says: "We created #WorkINS as a social initiative to keep people connected to the community that helps them feel healthy, energised, focused, sweaty and happy, despite the social isolation. We hope it's useful and inspiring to people everywhere seeking motivation."

Diogo Pinheiro at INTERSPORT adds: "We want to thank our community, partners and coaches for creating the #WorkINS movement so quickly. No matter what your sport is we will be there with enthusiasm and advice to help you keep practicing! We can't wait to hear how everyone gets on."

The first INTERSPORT Work-INS are hosted by Nike Master Trainers Rowen Aida, Seb Kneissl and Lee Grantham teaching running conditioning, yoga, strength training and more. Weekly schedules posted each Monday - follow INTERSPORT Instagram channels and join the journey to stay moving, healthy and connected.

-ENDS-

Credits

Brand Intersport

General manager of marketing Christoph Frechen

Senior manager, global brand marketing Diogo Pinheiro

Agency We Are Pi

Chief executive officer Alex Bennett Grant

Executive creative director Barney Hobson

Head of strategy Mark Lester

Senior strategist Danny Marsh

Business director Agathe Derrstroff

Senior account director Dave Matthews

Design lead Seth Josephs

Design & animation Nick Fatouris

Designer Fleur Ellis

Senior production director Kim BATTERY

Business affairs director Barrie Williams

Talent Rowen Aida, Lee Grantham, Seb Kneißl

ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow

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WE ARE Pi