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## **Europcar UK ‘gifts’ Arsenal in the Community coaching sessions with Arsenal Legend**

### **Ray Parlour joins four community groups for football coaching sessions**

**[www.europcar.co.uk](http://www.europcar.co.uk)**

Europcar UK, the Official Car and Van Rental Partner of Arsenal Football Club, donated a unique coaching event, as part of its sponsorship rights, to a variety of groups who participate in Arsenal in the Community’s regular coaching sessions.

Ray Parlour joined groups which included adults with mental health issues and learning difficulties and those simply participating in the game to keep active at ‘The Arsenal Hub - Home of Arsenal in the Community’ next to Emirates Stadium. Ray’s participation and coaching ensured there are no barriers to playing and enjoying the game.

Arsenal in the Community runs over 350 education, sport, social inclusion and health projects each week which reach over 5000 people in its diverse local community.

Beneficiaries of the session with Ray Parlour represented:

- **The Adult Walking Football team** which provides the opportunity for less active adults to regularly take part in low intensity exercise
- **The Elfrida Society** with whom Arsenal has a long-standing relationship to provide football coaching in partnership with the Islington-based charity for adults with learning difficulties
- **Football for adults with a mental health diagnosis** which uses football to engage people suffering from mental health issues giving them a chance to improve their physical wellbeing through meeting others with similar experiences
- **EuroFit** – an EU-funded health project where groups are supported in a tailored fitness and lifestyle programme at the Arsenal Hub, receiving tips about how to boost their exercise, sit down less and improve their diet.



“Arsenal has a strong community spirit and we’re extremely proud to be able to ‘gift’ the use of the club’s training facilities, which form part of our sponsorship rights, back to the club, giving a number of local community groups a unique opportunity to experience coaching sessions,” said Gary Smith, Managing Director, Europcar UK Group. “It’s a once-in-a-lifetime opportunity and we’re thrilled Ray Parlour could join the session to make the day all the more special for the participants. It’s always fantastic to see first-hand the terrific work of Arsenal in the Community and Europcar UK is thrilled the day was such a success.”

To find out more about Europcar’s partnership with Arsenal, please visit [www.europcar.co.uk/yourarsenalyourway](http://www.europcar.co.uk/yourarsenalyourway) or @EuropcarSport on Twitter.

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### **About Europcar Group**

Europcar Group is listed on Euronext Paris. Europcar is the European leader in vehicle rental service and is also a major player in mobility markets. Active in more than 130 countries and territories, including nine subsidiaries in Europe and two in Australia and New Zealand, Europcar serves customers through an extensive vehicle rental network comprised of its wholly-owned subsidiaries as well as sites operated by franchisees and partners. The group operates mainly under the Europcar®, InterRent® and Ubeeqo® brands. Customer satisfaction is at the heart of the group’s mission and all of its employees, this commitment fuels the continuous development of new services.

The Europcar Lab, based in Paris, was created to better grasp tomorrow’s mobility challenges through innovation and strategic investments, such as Ubeeqo, E-Car Club or Brunel.

### **Contacts**

**For further press information please contact the Europcar UK Press Office:**

Madeleine Roles, Charlie Hart, Lucy Wright or Wendy Harrison

020 8977 9132

[europcarukteam@harrisonsadler.com](mailto:europcarukteam@harrisonsadler.com)