

Grassroots Sport on the Television

If you participate in amateur (grassroots) sports and would like to show your clips on broadband TV, ITV Local London wants to hear from you now.

ITV Local are launching a new online video channel called Grassroots, which aims to air hundreds of video clips taken at sports events across the UK.

Grassroots will focus on just four sports to begin with - football, rugby (union and league), netball and equestrian events.

Every week a huge amount of amateur footage is shot at local events on video cameras and even mobile phones. Grassroots will enable sports fans to share that footage.

We're looking for clips of between 20 seconds and 1 minute. Footage does not have to be perfectly crafted.

Action such as a fantastic goal being scored, a great rugby tackle, a spectacular round or a terrific netball pass will help to promote grassroots sports and bring a wider awareness of their achievements.

And that's not all - ITV's other media outlets, including local news programmes, will be promoting the Grassroots site.

You can send your clips to us in the following ways:

Mobile

Email to wales@itvlocal.com

Video

Send on DVD or tape to:

**ITV Wales
Television Centre
Culverhouse Cross
Cardiff
CF5 6XJ**

All film participants must be 16 years or above.