

An exciting development for Walking Football and the launch of the Walking Football Leagues Alliance

An exciting initiative is being launched to support the development of walking football by encouraging local and regional leagues to come together under one banner that can provide additional support to help organisers in their work.

The Walking Football Leagues Alliance is a free to join, support network that encourages leagues to keep their independence but which offers participating leagues the following benefits:

- Planning and scheduling of a walking football calendar
- Enhanced marketing/publicity/promotion of activities
- Assistance with planning and organising events and tournaments
- Sharing of resources
- Development of referees and access to a referees register
- Increased sponsorship opportunities
- Help to community groups to develop organised teams so that they may want to join leagues
- A coordinated and experienced voice that can represent the sport of walking football to external bodies

Clearly, leagues can join **The Walking Football Leagues Alliance** on a voluntary basis but hopefully organisers will see the benefits and buy-in to the idea of being stronger together.

To oversee the work of **The Walking Football Leagues Alliance** would be an advisory body, involving representatives from member leagues and this would then evolve over time as the organisation develops.

If you would like to find out more information and perhaps consider your league being part of **The Walking Football Leagues Alliance** then please email: thewfla@gmail.com.