

mpdale · Jul 9, 2024

How to use the media to promote your squash facility



How can a squash facility use the media to build connections with its local community and encourage people through the door?

Squash is an indoor sport, and thus takes place hidden from public view. This is exacerbated by its lack of presence in mainstream media and TV. So squash facilities face a constant battle for visibility and relevance. Gaining traction with local media can help to raise awareness and promote your club's facilities and the benefits of playing the game.

As a [lifelong journalist](#) who has sat on both sides of the 'fence' (both as an editor selecting stories from PRs for publication, and as a PR/comms professional sending content to editors to secure publicity for a client), I will humbly step in and offer a few suggestions.

TELL GOOD STORIES

This isn't just the first rule - it is the *only* rule.

Many press releases sent optimistically to external media (local and national newspapers or websites) look something like this:

"Player A beat Player B 11-8, 11-5, 11-4 in the final of the Smallville Trophy last Sunday at Longtown Squash Club..."

Newsflash: your target audience has never heard of Player A or Player B, or the Smallville Trophy - and, unfortunately, they don't care.



What might capture their attention, however, is telling the *human stories* behind the result. What's the winner's back-story? Did they overcome adversity in order to achieve the victory? Do they harbour hopes of getting into the Olympics, or at least making the national or regional team? What are their ambitions and interests? Who's their coach? Where do they work or go to school? In short, *why are they interesting?*

Asking these questions uncovers *human stories* which **will** connect with a reader. Weaved into those stories will be the importance that squash - and their squash club - have in that player's life. It will promote the benefits and community of the club through the lens of a positive case study.

Here are a few examples of what that press release *could* look like:

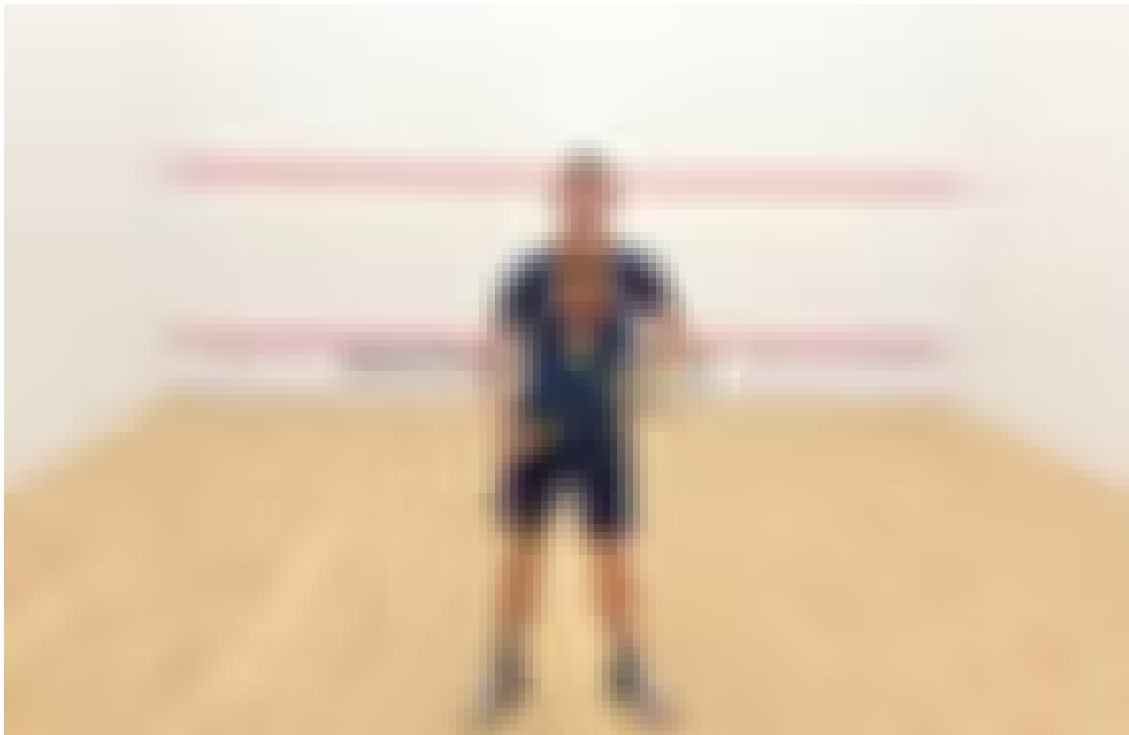
"Player A said winning the Smallville Cup at Longtown Squash Club is a "crucial step" towards his ambition of playing squash for his country at the 2028 Olympic Games..."

"Player A thanked her lifelong coach at Longtown Squash Club, Steve Smith, for the "incredible support" that propelled her to victory in last weekend's Smallville Trophy..."

"Player A revealed the heart-breaking adversity that he overcame before winning the Smallville Trophy at Longtown Squash Club last weekend..."

These examples will connect with the non-squash-playing reader, increasing the chances that they may click on your story, learn more about squash and read about the activities, personalities and community at your facility.

Here are a couple of real-life examples:



Devon & Exeter Squash Club: [Top of the podium after five year of hell - Peter Knox's extraordinary squash story](#).

Harrogate Sports & Fitness Club: [Squash making the Olympics has changed everything - Asia Harris](#)

Publicity for your facility certainly doesn't have to centre around a tournament. Your players are a vibrant source of good *human stories* that just happen to have squash - and your club - at their heart. What have your players, coaches or managers achieved that will help promote the positive role your facility has played in their lives?



Here's a good example: [Nick Clifford working wonders at Wigginton Squash Club](#)

A PICTURE PAINTS A THOUSAND WORDS

You can write 1,000 beautiful words that would make Oscar Wilde weep with joy, but unfortunately, these days, in the 'smartphone era' of short attention spans, no-one will read them unless you use a great picture to hook them in.

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Your picture should ideally be 1MB in size, close-up, showing facial expressions, dynamic action, or helping in some way to tell the story. Ideally, offer landscape and portrait options. [Good video footage is an added bonus.](#) [©2025 SFN \(Squash Facilities Network\) / Privacy Policy / Accessibility Statement](#)

A compelling story that resonates with readers, combined with great pictures and/or video, makes an editor's job easy - and increases your likelihood of securing vital (free) publicity. That will help you raise awareness of your facility and the positive impact it has on your squash-playing community.