

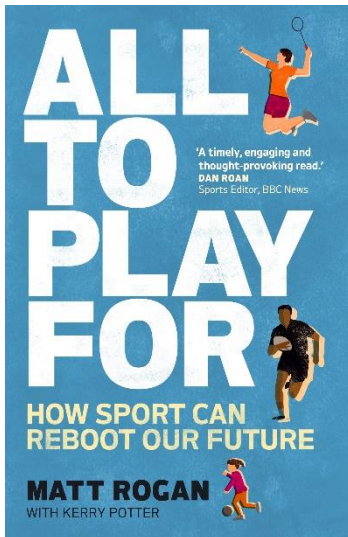
# ALL TO PLAY FOR

## How Sport Can Reboot our Future

### Matt Rogan with Kerry Potter

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How the power of sport will unite and heal our fractured society.



After a fractious decade following the 2012 Olympics, and the recent devastation of the Covid-19 pandemic, sport - one of our few remaining collective rituals - is entering its golden age. An increasingly acknowledged powerful force for good, it is undergoing a dramatic transformation that will positively impact our lives, on and off the pitch.

From the shared experience of a nationwide event that makes us celebrate together and the individual benefits to mind and body of lacing up your trainers, to the political leverage of a footballer's Twitter account, *All to Play For* is a roadmap for the way that sports can and do unite us in the worst of times. As clubs, communities, nations and families open up again into what is set to be an epic sporting summer with the Euros, Wimbledon, The Hundred and the Tokyo Olympic Games to name but a few, discussion around sport's ability to heal and galvanise society will be at the forefront of conversation.

Illuminated by interviews with a diverse range of sports insiders, including fitness guru **Joe Wicks**, gold medallist **Greg Searle**, the mind behind the viral 'This Girl Can' campaign, **Tanya Joseph**, and running-obsessed rockstar **Johnny Marr**, *All to Play For* dives into the past, present and future of the industry to show how sport has the power to lead us all out of the darkness and guide us in a post-pandemic world.

#### Topics covered in *All To Play For*:

- The role of professional sports teams in our local communities
- The rise of the athlete activist
- The critical importance of grassroots organisations in Britain's bounce-back
- Inclusivity and diversity in sport & the generational divide
- The secret recipe for sport becoming an effective tool for change
- 10 predictions on how sport will guide us in the future

#### About the authors

**Matt Rogan (author)** is the co-founder of Two Circles, writer, and respected sports business leader. Multiple award-winning Two Circles has worked with the Premier League, the England and Wales Cricket Board, Wimbledon Tennis, England Rugby and a host of others. He is also a non-executive director of the English Institute of Sport, delivering technology and sport science to Britain's Olympic and Paralympic teams. Matt writes, teaches and also presents a podcast series for SportsPro. He has been published by Harvard Business Review, and is an accomplished speaker and media commentator, featuring on BBC News, BBC Sport, MTV and CNN among many more. Matt's previous book, *Britain & The Olympic Games: Past, Present, Legacy* was published by Matador in 2010.

**Kerry Potter (co-author)** is the Associate Features Director on the Evening Standard's magazine, *ES* and the former Deputy Editor of *ELLE* magazine. Kerry has spent two decades writing about health, fitness and lifestyle for national newspapers and magazines such as *The Sunday Telegraph*, *The Times*, *The Mail on Sunday*, *Marie Claire*, *Red*, *Women's Health* and many others.

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