

## **Press Release**

### **Waterford GAA Well!Kids**

#### **Project Launch Monday, February 21st at 7:30pm in The Park Hotel, Dungarvan**

As part of the Waterford GAA overall strategic plan (Waterford Rising) one area in particular has caught the attention of clubs right throughout the county. Well!Kids is a new and innovative GAA club nursery programme aimed at 4-6 year old boys and girls.

The primary aim of Well!Kids is to attract young children and parents of all backgrounds to our GAA clubs. Fun and enjoyment are at the core of Well!Kids and we are aiming for a top class coaching experience for children across County Waterford.

Speaking in anticipation of the launch Coaching Officer Eoin Morrissey praised the work of the pilot clubs and the team behind Well!Kids – “I am delighted to be a part of the work that all our workgroup have completed over the last year. We had six clubs who helped us pilot the concept in 2021 with a view to launching it to all clubs in 2022. I must complement the strategic committee for the foresight to include a concept of this nature. Ultimately this is what we are all about. Recruitment and retention of players and coaches. Well!Kids has the potential to do transformational work in this regard if all clubs participate”

Strategy Programme Manager Kevin Ryan sees this as a beginning of the “Waterford Rising” plan - “We want our activities to be as inclusive as possible. Our overall aim is to produce the best players for our club and county teams. Well!Kids is the start of the ladder on building these blocks. A core of our vision is that of participation. The more numbers playing in our clubs the healthier our games will be into the future”

The workgroup is headed up by former intercounty hurler Brian O Halloran of the Clashmore Kinsalebeg Club and Fergal Hartley member of the Strategic Plan Committee. All clubs are invited to attend next Monday the 21st of February.

**For further information or media enquiries please contact:**

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