



Changing life stories

# Euro 2017: Writing exercise 1

## Create a EURO 2017 poster

Not everyone knows that England are about to play in the EURO 2017 football tournament. Not everyone knows that England has a good chance of winning. Some people aren't even interested in a major football tournament involving women.

Well, not yet. That's where you come in.

We want YOU to design a poster for your school or community. We want images and words combined to encourage people to watch England's EURO 2017 games. Or any of the games, if you have links with one of the other 15 countries taking part.

Look at some posters. They are everywhere: on bus shelters, propped up at the roadside, in school. They are there to grab your attention and make you do something or think something. Look online at posters used to encourage people to vote or to fight in the First World War. Which posters do you like best? Why?

Can you grab people's attention and tell them the what, why, how, when, where and who about EURO 2017? Can you use the power of words and an image to change what people choose to watch or do? Your poster will help inform people about EURO 2017 as well as challenge attitudes to the game.

### Five tips:

1. Build your poster around a one-line message in big lettering to grab people's attention
2. Make every word count. The more words you use the less people will want to read it
3. Use one image – or two. No more
4. Be controversial. But not too controversial
5. Think of who will read the poster and what will appeal to them

Good luck.

Once you've done your poster, put it up. Spread the word. EURO 2017 is about to kick off.

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