

EMBAROGED UNTIL TUESDAY 21st SEPTEMBER - 08:00 BST

World Netball Names England Netballer Geva Mentor CBE Athlete Ambassador As It aims to Grow, Play, and Inspire

Following the International Netball Federation's (INF) official rebrand to World Netball, the international governing body has announced the appointment of Geva Mentor CBE as an official ambassador for its Europe region.

Geva was first selected for the senior England Netball squad in 2000 when she was aged just 15 and has since become one of the most recognisable athletes in netball. Across her two decades in the sport, Geva has represented England at 5 Commonwealth Games and 5 Netball World Cups, winning 2 bronze and 1 gold medal at the Commonwealth Games and 3 bronze medals at the Netball World Cup. After captaining her team to success in Sydney 2015, Geva was awarded a CBE for her services to netball in 2019.

Having played in the Vitality Netball Superleague, and over 200 games combined in the ANZ Championship and Suncorp Super Netball, Geva has a vast amount of experience and has built up an incredible fan-base around the world as both a netballer and author having released her book *Leap: Making the jump to take netball to the top of the world* in 2019 making her the ideal Athlete Ambassador for Europe.

Commenting on the announcement, World Netball President Liz Nicholl CBE said:

“Geva’s accolades are second to none. From winning gold at the Commonwealth Games to competing and winning three of the world’s major netball leagues, Geva is an inspiration to netballers all around the world. Her ambition to raise the game and take it to new heights both on and off the court aligns with World Netball’s vision and I look forward to working with her to grow the game and inspire netballers in Europe and across the globe.”

Commenting on her role, Geva said:

“I am extremely honoured to become the World Netball Athlete Ambassador for the Europe region, especially amongst the plethora of talented netballers we have in our European community. I’m excited to empower, inspire and support everything netball as it’s a sport that’s instilled some great values in me, given me everlasting friendships and provided me with so many wonderful opportunities to leave this game in a better place for current and future generations.”

World Netball has revealed 5 of its of ambassadors who represent the organisation’s newly launched Values of Excellence, Teamwork, Heart, Integrity, Courage, Athlete and Leadership. Together, the Values reflect World Netball’s commitment to operating within an ETHICAL framework. To view the ambassadors already announced, click [here](#).

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Image:



Notes to Editors:

World Netball is the sole, internationally recognised, governing body for netball affiliated to GAISF, the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 76 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are

an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport