

**EMBARGOED UNTIL THURSDAY 8TH JUNE at 13:00PM
BST**

World Netball Launches TikTok with 50 days to go until the Vitality Netball World Cup 2023

With just 50 days to go until World Netball's pinnacle event, the Vitality Netball World Cup 2023, the international governing body has today launched its TikTok account, ready to bring the Netball Family closer than ever to the event, wherever they are in the world.

TikTok becomes the 10th digital platform that World Netball uses to engage with their ever-growing global audience, including their website, podcast, weekly newsletter and NetballPass OTT streaming platform, as well as social media platforms Instagram, Facebook, Twitter, YouTube, and LinkedIn.

Since launching in 2016, TikTok has received over 3 billion downloads and has a rapidly expanding global audience, 24% of which are women aged 18 to 24, with over 50 million daily active users, and in 2022 it was the second-most downloaded app globally.

With an increased access to match content, players, officials, coaches and the wider Netball Family during the Vitality Netball World Cup 2023, World Netball see's this as the perfect opportunity to join the platform and reach new audiences as we continue our journey of growth.

The account will be posting real-time exclusive content, challenges, bespoke series,

'days in the life' and much more throughout the duration of the competition, and beyond.

Speaking on the launch, World Netball CEO, Clare Briegal said: "In our sport we are very lucky to have incredible people living their best lives, on and off the court and at all levels.

"From our highly talented athletes, knowledgeable coaches and officials to our superb presenters and commentators to name a few.

"This platform will give us the chance to shine a light on them all, the work that they do behind the scenes, their brilliant personalities, and their lives outside of netball.

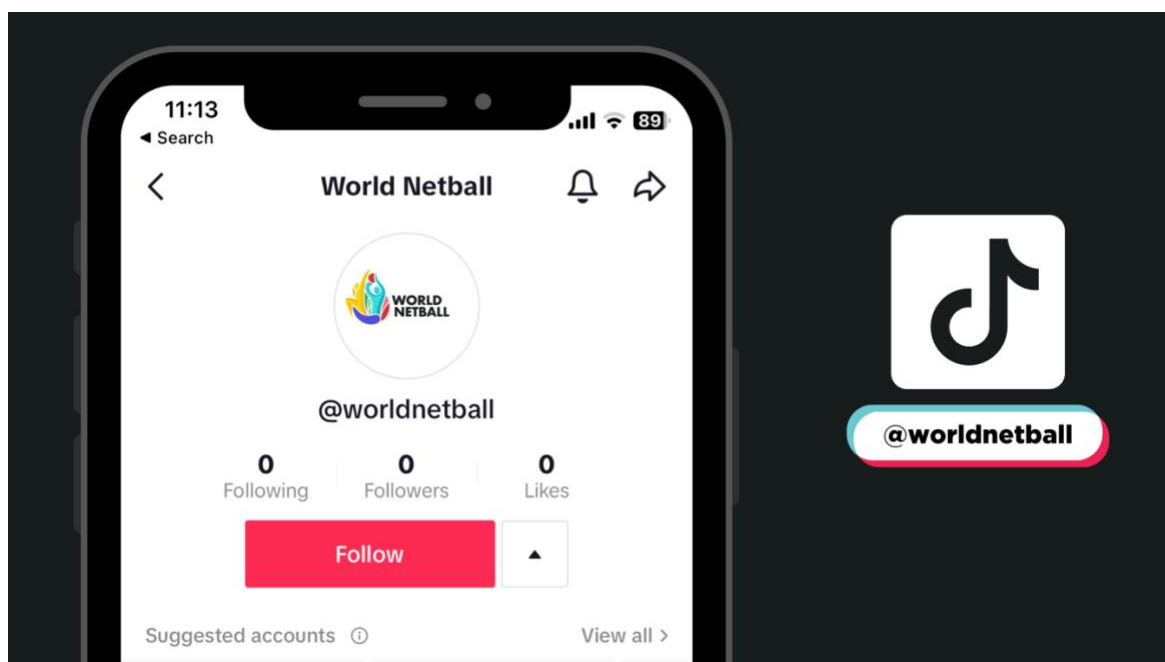
"We always say that netball is more than just a sport, and this is our opportunity to showcase that to the world.

"We will build our netball family by reaching a new audience on the platform and bring our fans even closer to the heart of international netball."

Head over to TikTok now to see our first post looking back at the last 60 years of the Netball World Cup and follow us by searching for [@worldnetball](#) and clicking the follow button.

ENDS

Image:



Media Contact:

Sophie.reynolds@worldnetball.sport

Notes to Editors:

World Netball

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 79 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

