Conor Benn fronts National School Sports Week 2026 for a knockout Summer of Sport

Tuesday 10 March, 2026

Youth Sport Trust charity partners with Sports Direct and Everlast to bring a Festival of Sport to schools across the UK.

Everlast and Sports Direct athlete, Conor Benn, has been announced as the ambassador for National School Sports Week 2026, Youth Sport Trust's annual celebration of the power of PE, sport and play to build brighter futures for every child. Running from 6th – 12th July 2026, National School Sports Week champions inclusive movement in all its forms.

As the face of the campaign, Conor Benn will inspire pupils to get active, try new sports and discover the joy of movement. His energy and determination demonstrate a strong belief in the value of the fundamentals of sport: confidence, resilience, teamwork and fun. Benn's involvement aims to motivate children, families and schools with a message that participation and personal growth are just as important as competition and career success.

Speaking about the importance of sport for young people, Benn said, "Not everyone wants a career in sport, but every young person deserves to access the many benefits sport offers. Sport teaches you how to handle pressure, stay disciplined and keep moving forward when things don't go your way. Those lessons stay with you whether you're competing at the highest level or just having fun with your friends. As long as you enjoy it, it hasn't always got to be a competition. It's more important that you're keeping active, staying fit and doing something you enjoy. National School Sports Week is about celebrating exactly that."

Watch the launch video here.

Amid a major year of sport set to capture the nation's attention, including Commonwealth Games, Men's Football World Cup, and Women's T20 Cricket World Cup, National School Sports Week invites schools, families and communities across the UK to harness the energy of a once-in-a-generation sporting summer and bring it into every playground. Powered by Sports Direct, with Everlast joining as a brand partner, the campaign encourages schools across the UK to tap into the excitement of headline sporting events and inspire children to get active.

With reports warning that children and young people are still facing high levels of inactivity and increasing mental health challenges, alongside growing concerns about screen time and reduced opportunities for play, National School Sports Week provides schools with practical resources and inspiration to prioritise movement throughout the day. Schools are supported to promote the UK Chief Medical Officers' recommendation of at least 60 active minutes a day, helping children stay fighting fit in both body and mind.

Ali Oliver MBE, Youth Sport Trust CEO said, "National School Sports Week is all about celebrating the fun, inclusive, educational and inspiring power of sport. With Conor Benn leading the way, and the support of Sports Direct and Everlast, National School Sports Week 2026 is set to deliver a knockout Summer of Sport, encouraging young people to get playing, have fun and feel part of a national sporting moment.

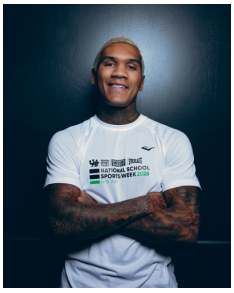
"Despite a decline in PE hours over the last decade, increasing screen time and digital distraction, and more sedentary lifestyles, we are seeing signs of hope. Sport England's Active Lives Children and Young People Survey, which has tracked children's activity since 2017–18, shows activity levels are at their highest ever recorded, and our Class of 2035 report found nearly two thirds of young people want to be more active. Too add to that, we have another incredible year of major sporting events ahead we hope are the inspiration for young people to find a sport they love."

A Sports Direct spokesperson added, "At Sports Direct, we believe sport should be accessible to everyone. That's why we're proud to power National School Sports Week 2026 in partnership with Youth Sport Trust, Everlast, and Conor Benn, creating meaningful opportunities for young people to get active and build confidence. By providing equipment, inspiration and unforgettable experiences, we're committed to helping the next generation feel empowered to move more and achieve more."

Schools, families and organisations can find out more information and sign up for free here. Sign-ups will

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also be entered into a draw for the chance to win a range of prizes, including:

- A free equipment pack for 500 schools
- An inspirational athlete visit for schools, sports club and other organisations
- £250 Sports Direct voucher for families

About Youth Sport Trust

Youth Sport Trust is the leading UK children's charity for improving young people's health and wellbeing through sport and play. We empower young people and equip educators to build brighter futures through the power of physical activity. Founded in 1995, we work with around 20,000 schools and provides opportunities for over two million children every year. Our vision is to create a future where every child enjoys the life-changing benefits of play and sport.

For media enquiries please contact press@youthsporttrust.org.

About Sports Direct

Sports Direct is a leading retailer of sports and fitness footwear, clothing, and equipment. A brand driven by purpose; our mission is to use the powers of sport to champion the legend in everybody. Whatever your sport, whatever your style, and whatever your ambition, we offer the quality and choice to make everyone feel like a winner. Whether it's football, running, training, boxing, walking, dance, cycling or swimming, we aim to serve, support, and inspire with products that bring out the best in everyone.

What started as a high-street store has evolved into the ultimate destination for sport and fitness, serving millions of customers every week across 20 countries.

Company Contact:

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