

#OrangeforImran Day – Sunday 5th June 2022



When I first broke into the England senior mens' team, Imran was a current squad member. In my opinion he was the best player to ever play for England and Great Britain but more importantly he was an incredible human being!! Please read this moving story.

*Mr Nick Thompson
Teacher of Sport*

Background: Imran Sherwani was the star of the 1988 gold medal winning GB Olympic Hockey team.

Imran was diagnosed with early-onset Alzheimer's disease in 2019. The 1988 team and their families are still incredibly close, namely Steve Batchelor. He has led a marathon team which included Imran's son's Zac and Aaron and is on a mission to raise as much as possible. They have pulled in over £50,000 so far.

Event day: In partnership with England Hockey England's hockey fixtures against The Netherlands at [the Stoop](#), Sunday 5th June, will be dedicated to fundraising for ARUK under the campaign '#OrangeforImran'. England Hockey are hoping for a sell-out with the stadium capacity at 16,000.

Activation:

- Each spectator will find an ARUK branded 'Clapbanner' on their seat. They will be encouraged to hold this up in support of everyone living with dementia on the 15th minute (15 was Imran's number), whilst some hopeful charity messaging plays out on the big screen.
- A text to donate code will be present on advertising hoardings, and at various touch points around the ground.
- Our interview with Imran and his family will be played at various intervals throughout the day.

- The game will be shown live on BT Sport, we are working with them to ensure they reference the significance of the campaign and are given opportunities to interview Steve, or Zac. We'll ask presenters to wear ARUK pin badges.
- Grays have made a limited-edition replica stick, modelled on what Imran used to score the winning goal in 1988. They will be raffling one off between games. They will also be selling orange hockey balls with ARUK receiving the proceeds.
- We will have a dedicated space for public engagement in an area with a high footfall.

There is hope for this to be an annual event and with the struggles in working with England Hockey, we're not keen to focus on income this year.