

British Athletics Glasgow International Match

Emirate's Arena, Glasgow
26th January 2013



Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.

**AMOUNT
AWARDED
£35,000**

3 hour live TV programme was broadcast on BBC with international distribution.

MEDIA PROFILE

A new programme of disability sport events was included in the broadcast this year, building on the momentum from the London 2012 Paralympics towards the Glasgow 2014 Games. The event generated 102 pieces of coverage.

85 athletes,
15 of Olympic,
World, European or
Commonwealth
Medallist level

NUMBER OF
SPECTATORS OVER

4k

“ The Glasgow International Match attracts world class athletes and this year was held in the brand new Emirate's Arena. Athletes performed to a sell out crowd, helping to promote the Glasgow 2014 Commonwealth Games to the local area as well as internationally. ”