

## British Athletics International Match

Emirates Arena, Glasgow

25<sup>th</sup> January 2014



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

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**AMOUNT  
AWARDED**  
**£25,000**

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**53**  
volunteers

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### **MEDIA PROFILE**

This prestigious athletics event was televised on BBC1, attracting peak viewing of 1.4m and international distribution. The parasport events again featured in the programme and were also included in the live broadcast.

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**104**  
competitors  
performed to  
a sell out crowd.

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NUMBER OF  
SPECTATORS OVER  
**4k**

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“ An annual fixture in the athletics calendar, the event attracted some of the world's top athletes with some stand out performances from Scottish athletes. The event also plays a crucial role in the city's ambition to continue to host international standard athletics events, building on the success of the Commonwealth Games and the IAAF Diamond League fixture. ”

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