

## AVIVA International Match

Kelvin Hall International Sports Arena,  
Glasgow

28<sup>th</sup> January 2012

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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ESTIMATED  
**ECONOMIC IMPACT**  
TO SCOTLAND (£M)

**£0.6m**

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**85**  
athletes  
and **142** volunteers

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NUMBER OF  
**SPECTATORS OVER**

**3k**

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## MEDIA PROFILE

This event is one of a series of 6 athletics events shown by the BBC throughout the year. The broadcast was available to stream internationally and coverage featured the history of Kelvin Hall and showcased Glasgow on the international stage in preparation for the 2014 Commonwealth Games.

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“ This event was one of the earliest athletics events in the UK calendar during the Olympic year and was the last opportunity to see the GB team competing in the UK before London 2012. ”

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