

MediaCom Sport to lead Dell programme for Commonwealth Games

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Agency appointed to manage activation activity around Dell's Glasgow 2014 Commonwealth Games brand ambassadors.

MediaCom Sport has been appointed to manage activation activity around Dell's Glasgow 2014 Commonwealth Games brand ambassadors. With 12 months to go until the Opening Ceremony of the Glasgow 2014 Commonwealth Games in Scotland, the sports marketing agency will help Dell to maximize the opportunity around this landmark sporting event by helping it connect with local schools, small businesses and Dell staff via a group of exciting young athletes. MediaCom Sport have identified and recruited four up and-coming sporting figures, all of whom have a good chance of medalling at the games, to act as athlete ambassadors for Dell.

The team of inspiring athletes are: Lynsey Sharp, Scotland's 800m runner who was recently crowned European Champion; Welsh racing cyclist, Elinor Barker, the reigning junior world time trial champion and 2013 World Championships golf medalist; and brothers Sam and Oliver Hynd (MBE), both two-time Paralympic gold medallist swimmers.

"We're thrilled to be bringing Dell's commitment to Glasgow 2014 alive via an exciting programme of events. These four selected Brand Ambassadors represent some of the UK's finest emerging talent, and the dedication they have shown to their sport is truly incredible. We're convinced that they will inspire not just future generations of athletes, but also Dell staff and businesses in general," said James Hough, Director of Sport at MediaCom Global.

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