

FOR IMMEDIATE RELEASE**Badminton Ireland Launches “BadminTEEN” Initiative to Empower Teenage Girls Through Sport**

Cork companies Ashgrove Renewables and EPS Group Backing New Programme

Badminton Ireland is excited to announce the launch of the “BadminTEEN” initiative, a pioneering programme aimed at encouraging teenage girls in secondary schools across Ireland to take up badminton and establish their own clubs. This initiative is designed to provide young women with the tools and confidence needed to engage in physical activity, fostering both personal growth and community building through sport.

In a time where physical activity among teenagers, especially girls, is on the decline, with just 65% of girls in secondary school engaging in sport – down 94% from primary school, that’s where BadminTEEN comes in.

BadminTEEN offers a fun and accessible way for young women to stay active, build friendships and develop leadership skills. By focusing on the social and health benefits of badminton, the programme aspires to make a positive impact on participants' overall well-being.

Empowering Girls Through Sport

The BadminTEEN initiative will initially launch at St. Mary’s Secondary School in Mallow before being rolled out in selected pilot schools across the country, where students will have the opportunity to learn badminton from qualified coaches, participate in inter-school tournaments and receive the support necessary to start and manage their own school clubs. This approach not only encourages regular physical activity but also to instil essential life skills such as teamwork, organisation and resilience.

“BadminTEEN is about more than just playing a sport. It’s about creating a fun, yet supportive environment where girls can challenge themselves, discover new talents and gain confidence,” said Enda Lynch, CEO of Badminton Ireland. “We believe this initiative will have a lasting impact on the girls’ lives, both on and off the court.”

Community Support from Local Businesses

The success of BadminTEEN is bolstered by the generous support of two Cork based companies, Ashgrove Renewables and EPS Group, who are committed to giving back to the communities in which they operate and promoting youth development in Cork and around the country.

Ashgrove Renewables, a pioneer in sustainable energy systems and EPS Group, a leading provider of water and wastewater treatment solutions, have both recognised the importance of fostering youth engagement in sports. Both family businesses, with



connections to the sport of badminton, their contributions will ensure that the programme is well-resourced, providing schools with the necessary equipment, coaching and facilities to make BadminTEEN a thriving success.

Shane Murphy, Managing Director of Ashgrove Renewables says, "Investing in our youth is investing in our future. We are proud to support a programme that encourages young women to embrace physical activity and leadership through such an engaging sport."

"Supporting BadminTEEN is a natural fit for us," said Patrick Buckley, Managing Director of EPS Group. "We are committed to creating a positive impact in the communities we serve and this initiative aligns perfectly with our values of promoting health, well-being and empowerment as well as supporting local sporting activities".

Looking Ahead

As BadminTEEN kicks off over the coming academic year, Badminton Ireland plans to expand the initiative across the country, with the long-term vision of making badminton a popular and accessible sport for all young women in Ireland. The programme's success in Cork and elsewhere will serve as a blueprint for future growth, demonstrating the powerful impact that sport can have in shaping the next generation of leaders.

For more information about the BadminTEEN initiative, or to learn how your school can get involved, please visit badmintonireland.com.

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About Badminton Ireland

Badminton Ireland is the governing body for badminton in Ireland, dedicated to promoting and developing the sport across the country. With a focus on inclusion, health, and excellence, Badminton Ireland provides opportunities for people of all ages and abilities to engage in badminton, from grassroots participation to elite competition.

About Ashgrove Renewables

Ashgrove Renewables is a leading company in the sustainable energy sector, specializing in renewable energy systems for homes and businesses. Dedicated to promoting sustainability and community well-being, Ashgrove Renewables supports initiatives that empower individuals and contribute to a greener future.

About EPS Group

EPS Group is a leading provider of water and wastewater treatment solutions, committed to delivering sustainable, innovative and high-quality services. With a strong emphasis on corporate social responsibility, EPS Group actively supports community initiatives that promote environmental stewardship, education, and health.



Media Contact:

Enda Lynch – CEO, Badminton Ireland 086 8323238 or Ciara O’Flynn – Munster Activation Officer 087 4298591