Educational sport and play area company Playinnovation have become the second partner to sign as a category sponsor at the 2019 London Sport Awards at Twickenham Stadium.

Playinnovation create innovative sport and play areas for kids and adults of all ages and abilities and will support the Children and Young People Award at the fourth annual London Sport Awards.

The inspirational Awards ceremony, now just a couple of months away, takes place at the home of English Rugby on 14 March with Lumina Energy already set to support the Workforce Award.

The Children and Young People Award recognises those who take a creative approach to getting children and young people involved in physical activity and sport or reducing their levels of inactivity.

The shortlisted nominees, which will be announced in February, are also likely to have a positive impact on the lives of children and young people by integrating activity into their daily routines.

Playinnovation was launched in 2010 after their founder, Marco Boi, invented and patented innovative target game Street SnookerTM. His mission: to break the mould of outdoor gaming.

The company has since grown from strength to strength, creating an array of similarly innovative and educational games, as well as designing, supplying and installing some of the most innovative large multi-use games areas (MUGA) and family-inclusive playgrounds on the market.

Marco Boi of Playinnovation said:

“We are thrilled to be part of the London Sport Awards 2019 and in particular to support the Children and Young People Award.

“It is vitally important to encourage young people to be active from an early age and we’ll be delighted to recognise those making an impact in this area at the event.

“We love creating spaces that encourage activity levels for children, but also their friends and families of all ages. We are looking forward to celebrating some great projects and sharing information about how Playinnovation can enhance current offers out there in our capital.”

Data from the first Active Lives Children and Young People Survey, conducted by Sport England, has shown that less than half of children in London average more than 60 minutes of physical activity a day.

London Sport’s Commercial Director, Rob Smyth, added:

“It’s great news to have our second category sponsor for London Sport Awards 2019 in Playinnovation confirmed.

“The Awards is a fantastic celebration of the capital’s grassroots sport scene and I’m confident that Playinnovation’s support will help us take the event to even greater heights.”

Sponsorship opportunities for a number of other categories remain available alongside a range of other sponsorship opportunities open to corporations and businesses throughout London.