

## Press Information



### **PREPARING FUTURE CHAMPIONS**

#### **Norwich Union Supports 'On Camp with Kelly'**

Norwich Union has been the number one sponsor of UK Athletics since 1998, supporting athletics at all levels and has funded 'On Camp with Kelly' from the start.

The company's grassroots schemes now engage over a million children each year and not only aim to boost participation levels, but also to identify and nurture talent. Kelly Holmes approached Norwich Union in early 2004 with the concept of 'On Camp with Kelly' and the company readily agreed to fund it as a natural extension to its existing athletics sponsorship.

Kelly Holmes' Olympic successes have positioned her as the number one female sporting role model in the UK and Norwich Union is keen to harness her inspirational values to encourage more youngsters to follow in her footsteps.

'On Camp with Kelly' is the perfect embodiment of this strategy as she looks to help nurture the next generation of female middle distance runners by giving the selected girls the opportunity of a lifetime – to experience life as a professional athlete with one of the best in the business. Through master classes, mentoring sessions and educational talks the girls will learn what it takes to become the best. Norwich Union therefore had no hesitation when approached by Kelly earlier this year to financing the whole initiative.

Daren Carter, director of brand and promotions for Norwich Union, said: "Kelly is one of the best sporting role models around. Her dedication and mental toughness have paid dividends and it's great to see she wants to pass on her experiences to the next generation, giving them the opportunities she never had when she was younger. 'On Camp with Kelly' is something that both Kelly and Norwich Union feel very passionate about and it will hopefully become a springboard for these very talented girls to take the next step up and follow in Kelly's golden footsteps."