

## Press Release



17 June 2005

### **NORWICH UNION TO CONTINUE SUPPORT FOR KELLY'S GOLDEN GIRLS AS THEY TARGET 2012**

Norwich Union, the number one sponsor of UK Athletics, is to continue its support of Kelly Holmes' ambition to nurture the next generation of British female middle distance runners as they target the 2012 Olympic Games.

Following a very successful 'On Camp with Kelly' in Potchefstroom, South Africa in November, Norwich Union has committed additional funding to allow double Olympic champion Dame Kelly Holmes to continue to mentor the next generation.

Between 20 and 30 June, Kelly is taking top prospects Danielle Christmas (17, Crawley), Charlotte Browning (17, Aldershot), Non Stanford (16, Swansea) and Joanne Finch (16, Glasgow) to Valencia for a warm weather training camp with their respective coaches. Charlotte Best (19, Crawley) who missed the South African Camp due to appendicitis will also join the group. Each girl has been selected by Kelly as they have shown the desire, motivation and ability to succeed, most recently at a special 'On Camp with Kelly' exhibition 1000m race at the Norwich Union International in Glasgow on 5 June.

Further get-togethers, warm-weather training trips, special races at selected Norwich Union televised events in the UK, and schools days are planned in 2005 and Holmes is committed to giving the girls the support and opportunities that she never had when she was their age.

Holmes' aim is to show the girls what it's like to be an international athlete and to pass on her extensive experience in order to help the young athletes achieve their goals, "I don't want to stop and just leave the girls. I have become very passionate about what they're doing and want this to be the start. I follow their progress intently and am always in e-mail and phone contact with them, giving advice and encouragement. I have already seen tremendous improvements and with Norwich Union's support I can ensure they can develop even further."

The unique partnership is fully aligned to Norwich Union's on-going strategy of using athletes as inspiring role models to not only encourage more children into the sport, but also to help identify and nurture future talent. With girls dropping out of sport at an early age it is hoped that initiatives such as this will help reverse the trend and ensure that Britain has a strong squad for the 2012 Olympic Games, hopefully to take place in London.

Daren Carter, director of brand and promotions for Norwich Union, comments: "We are committed to helping nurture the next generation of champions and these girls should be at their peak in 2012. Young girls have very few sporting role models and it is therefore vital that we can harness those we do have in order to inspire the millions of girls in the UK to enjoy a more active lifestyle. Dame Kelly has proved herself to be the most motivating and inspiring role model for these girls and we are only too happy to support her plans."