



PRESS RELEASE

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Nine Athletes Receive 'On Camp with Kelly' Awards

Nine athletes who are part of double Olympic champion Dame Kelly Holmes' 'On Camp with Kelly' mentoring scheme, supported by Norwich Union, have been selected to receive the first 'On Camp with Kelly' awards for their achievements this season.

Two athletes will receive Outstanding Achievement Awards for their medal winning performances at this summer's international age group championships. Alison Leonard (Blackburn Harriers) won a Silver medal in the 800m at the IAAF World Youth Championships and Emma Jackson (City of Stoke AC) won a silver medal over the same distance at the European Athletics Junior Championships.

The seven athletes who will receive Excellent Achievement Awards all also competed at this summer's international age group championships. Charlotte Best (Crawley AC) and Laura Finucane (Pendle AC) finished fifth and sixth respectively in the 800m at the European Athletics Under 23 Championships, where Hannah England (Oxford City AC) finished fifth in the 1500m. Both Charlotte and Laura and have also both been selected to compete at the World University Games in Bangkok this month.

Hannah Brooks (Crawley AC) qualified for the final of the 800m at the European Athletics Junior Championships by winning her heat in a new personal best time. Emma Pallant (Aldershot Farnham & District) finished fourth in the 1500m and Jessica Coulson (Stockport Harriers) seventh in the 3000m at the same event. Rachel Stringer reached the final of the 800m at the European Youth Olympic Festival.

Dame Kelly said: "The athletes receiving the awards have all performed brilliantly this season, with the support of their coaches and families. Representing your country at a major international championship is a significant achievement and they will all have learnt a lot from the experience. The athletes receiving the awards have also set new personal bests this season and won medals at national age group, university and schools championships. I am very proud of what they have achieved and I am looking forward to seeing them progress even further next season."

Tanya Veingard, Head of Sponsorship at Norwich Union said: "On behalf of Norwich Union I would like to congratulate the athletes on their excellent performances this season. We are delighted to support these awards to recognise their achievements. As the team behind UK Athletics we are proud to be able to offer support for all levels of athletics – from playground to podium – and 'On Camp with Kelly' is a fantastic programme for young athletes who dream of winning gold."

The awards will be presented during the Norwich Union hospitality at the Norwich Union London Grand Prix at Crystal Palace on Friday 3 August.

Notes to Editors

'On Camp with Kelly'

'On Camp with Kelly' (OCWK) started in January 2004 and with support and sponsorship from Norwich Union has grown from strength to strength.

Double Olympic Champion Dame Kelly Holmes set up OCWK because she wanted to help talented young female middle distance athletes to achieve their dreams. Her vision of OCWK was that it should be an educational development programme so that the athletes who are part of it gain life experiences as well as learn what it takes to become a world class athlete.

Originally there were eight girls who were given the opportunity to participate in the first OCWK Camp in South Africa in November 2004 and since then the number of talented athletes joining the initiative has grown to over 30. There have also been regular Get-Together Weekends, Training/Education Camps in Loughborough, Spain and Australia, as well as the opportunity to race in international meetings across the UK and Europe. The athletes also benefit from personal mentoring from Dame Kelly as well as medical and financial support. The structure of 'On Camp with Kelly' has recently been redefined so each athlete has a clear idea of the benefits they can access while part of 'On Camp with Kelly'.

For more information visit www.doublegold.co.uk/ocwk or www.norwichunion.com/oncampwithkelly

New website coming soon – www.oncampwithkelly.co.uk

Norwich Union & UK Athletics

Norwich Union has been the team behind UK Athletics since 1999 with a significant amount of money invested in developing the sport at grassroots level. This support is making it easier for every child in the UK to have the opportunity to have access to athletics by 2012, and provides extensive support to teachers to deliver the sport in schools.

As the team behind UK Athletics, Norwich Union's support at every level will add value to the existing World Class Pathway investment in elite athletes, provide more opportunities to help identify future champions, and also help prepare children for life challenges through increased sporting participation.

By 2012 it is anticipated that over 10 million children, and 100,000 teachers in nearly every school across the UK will have been actively engaged in Norwich Union-funded athletics schemes.