

Press release



22nd March 2007

Olympic hopefuls go On Camp with Kelly

Thirty young female middle distance runners have been selected to receive elite training and advice from Dame Kelly Holmes in a ten day Educational Camp at Loughborough University this 27th March to 5th April. The girls are all part of Holmes' exclusive mentoring scheme, "On Camp with Kelly", supported by Norwich Union, and will be put through their paces by the Olympic Champion herself.

The intensive camp aims to prepare up-and-coming athletes to become future champions. As well as rigorous training, the camp will also include army command tasks and competition scenarios, as well as seminars and workshops on injury prevention, acclimatisation, hydration, nutrition, medical issues, anti-doping and motivation. This On Camp with Kelly experience provides 800m and 1500m female runners with the unique opportunity to learn and benefit from the Double Olympic Champion's knowledge and experiences over her successful athletics career. Coaches and parents of the athletes will also be attending aspects of the camp.

Over half of the attendees are new recruits to On Camp with Kelly, and will be having their first taste of the scheme after recently making it through a rigorous selection process. Others, such as Dani Christmas (aged 19 from Horley, Surrey) have been with the scheme since it's inception in 2004. Christmas is currently benefiting from an OCWK scholarship, funded by Norwich Union, which sees her living in Oregon, USA, and training with Margo Jennings, Kelly's former coach. Christmas said: "As an athlete it's beyond your wildest dreams to have a double Olympic champion as a mentor, especially one who is so dedicated to helping the next generation of athletes reach their potential."

But Holmes sees it as a way for her to give back to the sport, saying: "On Camp with Kelly for me is really a chance to show these young girls what I have learnt, and hope that in some way it will help them advance in their careers. I believe that all of them have the ability and talent to achieve their goals, and with the right mixture of motivation, discipline and determination they will get there."

Tanya Veingard, Head of Sponsorship & CSR at Norwich Union said: "We are proud to support these young athletes and hope that in doing so we are making it easier for them to reach their dreams. On Camp with Kelly is about providing new and unique opportunities for the girls that will hopefully ensure the next generation of medal winners are confident and prepared to represent their country at an international level."

Visit www.norwichunion.com/oncampwithkelly for more information.

For media enquiries please contact Jo Atkinson or Deborah Hughes at Hill & Knowlton on 0207 413 3000 or jo.atkinson@hillandknowlton.com / deborah.hughes@hillandknowlton.com

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NOTES TO EDITORS

EDUCATIONAL CAMP SCHEDULE – Key Highlights

Tues 27 March	Introductory session, Group training session, Campus tour
Wed 28 March	Drills, Pool training, Dr Paul Dijkstra
Thur 29 March	Injury Prevention, Goals & Aspirations, Physio screenings
Fri 30 March	Visit to school in Northampton for GirlsActive
Sat 31 March	Major Champs preparation, Athletes panel, Coaches workshop
Sun 1 April	Media interviews, Competition simulation (600m), Margo Jennings
Mon 2 April	Circuit training, UK Athletics briefing, SportsHall Athletics
Tues 3 April	Media interviews, acclimatisation, nutrition, Army command tasks
Wed 4 April	Group training session, 100% ME (UK Sport), sports psychology
Thurs 5 April	Parents session, University presentations

Media Days – Sunday 1st April & Tuesday 3rd April.

Contact Jo Atkinson or Deborah Hughes at Hill & Knowlton if you are interested in attending or have interview requests.

ON CAMP WITH KELLY

On Camp with Kelly (OCWK) started in January 2004 with the support and sponsorship from Norwich Union and has grown from strength to strength. There have now been around 40 girls that have been involved in the scheme.

Double Olympic Champion Dame Kelly Holmes set up OCWK because she wanted to help the future of female middle distance athletes. Her vision of OCWK was that it should be an educational development programme so that those attending gain life experiences as well as the knowledge of what it takes to become a world class athlete.

Eight girls were given the opportunity to go on the first OCWK camp to South Africa in October 2004 and since then there have been regular get together weekends, warm weather training in Valencia, Spain and a camp in Melbourne, Australia, during the 2006 Commonwealth Games, as well as the opportunity to race in international meetings across the UK. As well as personal communication with Kelly herself, the girls are also given access to Holmes' own support team including Alison Rose, physiotherapist, Paul Dijkstra, doctor, and Margo Jennings, coach.

NORWICH UNION & UK ATHLETICS

As well as supporting On Camp with Kelly, Norwich Union has been the number one sponsor of 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 provide 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.

For more information on how to get involved in UK Athletics and Norwich Union initiatives, visit www.ukathletics.net or call UK Athletics on 0870 998 6800