



## PRESS RELEASE

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### **'On Camp with Kelly' athletes to compete at Norwich Union Glasgow Grand Prix**

Ten of the UK's most talented young female middle distance athletes will benefit from the fantastic opportunity of competing in an 800m exhibition race during the Norwich Union Glasgow Grand Prix on Sunday 3 June, one of UK Athletics flagship televised meetings. The athletes are all part of double Olympic Champion Dame Kelly Holmes' 'On Camp with Kelly' mentoring scheme sponsored by Norwich Union.

The athletes competing in race have been selected from the 30 athletes who are members of 'On Camp with Kelly' based on their performances in 2006 and early 2007. The full line up is: Tara Bird (Woodford Green with Essex Ladies), Suzi Boast (Bedford & County), Hannah Brooks (Crawley AC), Danielle Christmas (Crawley AC), Lucy Dowsett (Cambridge & Coleridge), Emily Goodall (Pacemaker, Crawley AC), Emma Pallant (Aldershot Farnham & District), Linzi Snow (Woodford Green with Essex Ladies), Rachel Stringer (City of Norwich), Alex Turner (Amber Valley).

Dame Kelly started 'On Camp with Kelly' in early 2004 as a result of her desire to help young athletes learn what it takes to become world class and achieve their dreams. Thanks to funding provided by sponsor Norwich Union over 30 young British female middle distance athletes have been involved in the initiative which includes educational activities, training camps, races, mentoring from Dame Kelly and financial and medical support. The structure of 'On Camp with Kelly' has recently been redefined so each athlete has a clear idea of the benefits to which they are entitled.

Dame Kelly said: "'On Camp with Kelly' is about giving the athletes all the tools they need to achieve at the highest level in athletics. This is a great chance for them to experience what it's like to compete at a major televised athletics meeting in front of a big crowd as well as to run in a good quality race with athletes of a similar ability. I am sure that the girls will benefit greatly from the experience."

Tanya Veingard, Head of Sponsorship & CSR at Norwich Union said: "At Norwich Union we are committed to providing opportunities for young athletes and helping to make it easier to achieve their dreams. Through our support of 'On Camp With Kelly' we are delighted to be helping nurture and develop talented girls into world class athletes that Britain can be proud of and we look forward to seeing them progress from strength to strength. As the team behind UK Athletics we're proud to be able to offer support for all levels of athletics – from grassroots through to elite – and 'On Camp with Kelly' is a fantastic programme for young girls who dream of winning gold."

#### **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. 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 talented young female middle distance athletes. 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.

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, a training camp in Spain and a camp in Melbourne during the 2006 Commonwealth Games, as well as the opportunity to race in international meetings across the UK. The athletes also benefit from mentoring from Dame Kelly as well as medical and financial support.

For more information visit [www.doublegold.co.uk/ocwk](http://www.doublegold.co.uk/ocwk) or [www.norwichunion.com/oncampwithkelly](http://www.norwichunion.com/oncampwithkelly)

New website coming soon – [www.oncampwithkelly.co.uk](http://www.oncampwithkelly.co.uk)

### **Norwich Union & UK Athletics**

Norwich Union has been the number one commercial 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 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.