



Press release
27th February 2007

Young track hopefuls handpicked by Dame Kelly Holmes to join exclusive mentoring camp

Fifteen young female athletes from across the UK have been chosen by Double Olympic champion Dame Kelly Holmes to join 'On Camp with Kelly', a unique mentoring scheme developed by Holmes and funded by Norwich Union to provide support for young female middle distance runners.

This once-in-a-lifetime opportunity is a result of the girls' efforts at a recent 'On Camp with Kelly' selection day, held at the High Performance Centre in Birmingham. Only twenty girls from around the country were personally invited by Holmes to try out for the Camp after demonstrating promising results in the UK Athletics rankings.

Since On Camp with Kelly started in 2004 over 30 girls have been involved in the scheme, which provides young athletes with one-on-one advice and training from Holmes, opportunities to participate in exhibition races and attend warm weather training camps all over the world. Thanks to the support of sponsor Norwich Union, the girls have experienced a visit to the Commonwealth Games in Melbourne, training in South Africa, a tour of London 2012 headquarters and much more.

Holmes said: "On Camp with Kelly is really about giving these young girls the best chance to succeed. I see my role as helping to make sure that the girls are mentally and physically prepared for their races, but also that they are prepared for the practical elements of life as a world class athlete, and all the challenges that may come with that. All the girls selected demonstrated to us that they were determined and keen to take on those challenges and I'm looking forward to watching their progress and development during their time in 'On Camp with Kelly'."

Tanya Veingard, Head of Sponsorship & CSR at Norwich Union, said: "We are delighted to see a new crop of athletes being recruited into 'On Camp with Kelly', and glad that with our support we are helping to make it easier for these girls to realise their dreams. We believe that this scheme is truly unique and that with Kelly's enthusiastic hands-on approach we are helping to create Britain's future medal-winners."

The new recruits will have their first taste of 'On Camp with Kelly' at the Educational Camp, taking place at Loughborough University from 27 March to 5 April, where they will join the existing members as Kelly puts them through their paces in a series of training drills, educational workshops and situational exercises.

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

For photographs or media enquiries please contact Gerri Carr or Deborah Hughes at Hill & Knowlton on 0207 413 3000 or email gerri.carr@hillandknowlton.com / deborah.hughes@hillandknowlton.com

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Notes to Editors

- The selected girls who will join 'On Camp with Kelly' are:
 - Suzi Boast, Bedford & County
 - Jessica Coulson, Stockport Harriers
 - Kirsty Hamilton, Bristol & West
 - Kerrie Harris, Hull Achilles
 - Kate Hindle, Preston Harriers
 - Jordan Kinney, Royal Sutton Coldfield
 - Alison Leonard, Blackburn Harriers
 - Stephanie Roe, Preston Harriers
 - Stacey Smith, Tynedale Harriers
 - Rachel Stringer, City of Norwich
 - Tara Bird, Woodford Green with Essex Ladies
 - Alex Turner, Amber Valley
 - Lucy Dowsett, Cambridge & Coleridge
 - Carolyn Plateau, Radley AC
 - Linzi Snow, Woodford Green with Essex Ladies

- As well as sponsoring the 'On Camp with Kelly' initiative since its inception, Norwich Union, the UK's biggest insurer, is the Number 1 sponsor of UK Athletics.

- Norwich Union has been the No.1 sponsor of UK Athletics since 1999 with a significant amount of money invested in developing the sport at grassroots level. This support will enable every child in the UK to have the opportunity to access athletics by 2012, and provide extensive support to teachers to deliver the sport in schools using Norwich Union elevating:athletics.

- Norwich Union's support of athletics at every level adds value to the existing World Class Pathway investment in elite athletes, provides more opportunities to help identify future champions, and will also help prepare children for life challenges through increased sporting participation.

- 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