

Press release



31st March 2008

HOLMES ON THE HUNT FOR NEXT GOLD MEDAL British Hopefuls Attend 10 Day Camp With Kelly

Dame Kelly Holmes is dedicating 10 days to train and mentor some of Britain's best young talent within the 800m and 1500m disciplines. The double gold medallist will lead these up-and-coming athletes through an intensive training and educational camp based at Loughborough University from Tuesday 1st to Thursday 10th April.

A talented young mix of 30 girls and 11 boys from around the UK will attend an Educational Camp as part of Holmes' exclusive mentoring scheme, 'On Camp with Kelly', supported by Norwich Union, where they will be put through their paces by the double Olympic champion herself and other key influential figures within the sport.

The intensive camp aims to prepare up-and-coming British athletes to become future champions in the lead up to London 2012. As well as rigorous training, the camp will also include army command tasks, competition scenarios, seminars and workshops on topics such as injury prevention, hydration, nutrition, medical issues and anti-doping.

Dame Kelly Holmes said: "Now is the time for us to stand up and recognise home grown talent and give young athletes all the support they need to become Olympic champions. 'On Camp with Kelly' is about giving the athletes all the tools they need to achieve at the highest level in athletics. I see my role as helping to make sure that they 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. This is a great chance for them to experience what is needed in order to compete at the top level."

The '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 experience in athletics. Over half of the attendees are new recruits to the scheme, and will be having their first taste of the scheme after recently making it through a rigorous selection process.

Now in its fourth year, the educational camp will see a trial introduction of boys to the programme. For the very first time Holmes has selected 11 boys aged between 17 and 20 to attend this year's camp, and ex GB Team athlete Anthony Whiteman will be involved as a camp supervisor.

Tanya Veingard, Head of Sponsorship 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, that will hopefully ensure the next generation of medal winners are confident and prepared to represent their country at an international level".

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

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NOTES TO EDITORS

EDUCATIONAL CAMP SCHEDULE – Key Highlights

Tues 1 April	Introductory session, group training session, campus tour
Wed 2 April	Pool training, acclimatisation and hydration session
Thurs 3 April	Media interviews , army command tasks, group training session
Fri 4 April	Circuit training, media training
Sat 5 April	Media interviews , competition simulation
Sun 6 April	100% ME Drug Free sport workshop
Mon 7 April	Track training taken by Dame Kelly Holmes
Tues 8 April	physio screening sessions
Wed 9 April	Pool training, talk on medical issues
Thurs 10 April	Parents session, University presentations

Media Days – Thursday 3rd April & Saturday 5th April.

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

Available for interview:

- Dame Kelly Holmes
- Anthony Whiteman
- Girls and boys 'On Camp' from your local region
- Supporting staff

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. OCWK is already delivering results with outstanding performances from the following girls who have been part of the scheme:

- 1. Emma Jackson** Silver 800m, European Athletics Junior Championships, 2:03.23
- 2. Alison Leonard** Silver 800m, IAAF World Youth Championships, 2:05.36
- 3. Charlotte Best** Bronze 800m, World University Games, 2:01.50 PB
5th 800m, European Athletics Under 23 Championships, 2:02.72
- 4. Hannah England** 5th 1500m, European Athletics Under 23 Championships, 4:18.70
- 5. Laura Finucane** 6th 800m, World University Games, 2:03.18
Bronze 4x400m, World University Games, 52.8 split
6th 800m, European Athletics Under 23 Championships, 2:03.07

This year sees the new Aviva On Camp with Kelly Advertising Campaign being broadcast on Eurosport, ITV (News at 10 & South Bank Show), Ch4 (News), CNBC, Bloomberg, Sky News, CNN, Euro News, BBC World and ESPN. Norwich Union is an Aviva company.

Norwich Union

As well as supporting On Camp with Kelly, 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 will enable every child in the UK to have the opportunity to access to athletics by 2012, and provide extensive support to teachers to deliver the sport in schools.

Norwich Union's support of athletics at every level will add value to the existing World Class Pathway investment in elite athletes, making it easier to help identify future champions, and also help prepare children for life challenges through increased sporting participation. By 2012 it is anticipated that over 15 million children and 100,000 teachers in nearly every school throughout the UK will have been actively engaged in Norwich Union-funded athletics schemes.

Norwich Union is giving the public the chance to have their say in who benefits from sports funding, by encouraging the nation to get behind local sport and vote for initiatives in their area to win part of the Norwich Union Community Sport Fund. For more information, please visit www.joinourteam.com