



## **PRESS RELEASE**

**18 September 2008**

### **Athletes gets top training tips from Double Olympic Champion Dame Kelly Holmes**

12 talented young male middle distance athletes were selected by double Olympic champion Dame Kelly Holmes to attend a Norwich Union funded 'On Camp with Kelly' get-together in Leeds this week.

Dame Kelly Holmes started 'On Camp with Kelly' with the support of Norwich Union in 2004 as she wanted to help the next generation of British female middle distance athletes fulfil their potential. This year the initiative has been opened up to male athletes for the first time. After a successful trial at an 'On Camp with Kelly' camp in Loughborough earlier in the year, Kelly decided to invite a select group of male athletes and their coaches to benefit from her expertise at Leeds Metropolitan University on Thursday 18 September.

Dame Kelly put the athletes through their paces in different training sessions, including aqua-jogging, drills and circuits and provided them with mentoring support. Also on hand to give tips and advice were former GB middle distance internationals Andy Graffin and Anthony Whiteman, both previous training partners of Kelly during her athletics career, and Kelly's physiotherapist Alison Rose.

Dame Kelly said: "Although Great Britain has been relatively successful in women's middle distance running on the international stage in recent years, the picture on the men's side is somewhat different. I want to try and understand why this is and help the athletes and coaches to raise their game and compete with the best. We do have talented athletes who have the ability to succeed at international level but it is going to take a lot of dedication. I hope that this get-together has given the athletes and coaches the motivation to go away and work even harder."

Tanya Veingard, Head of Sponsorship at Norwich Union, said: "We are proud to support Kelly in her work in recognising the talent in these young athletes, and hope that in doing so we are making it easier for them to achieve 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 more information about 'On Camp with Kelly' and latest news and updates go to [www.oncampwithkelly.co.uk](http://www.oncampwithkelly.co.uk)

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#### **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. Over 50 athletes have been involved in the initiative to date.

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.

Eight girls were given the opportunity to participate in the first OCWK camp in 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 and Europe. The athletes also benefit from mentoring from Dame Kelly as well as medical and financial support.

In 2008, 15 talented young male middle distance athletes have been involved in 'On Camp with Kelly' for the first time.

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

Aviva and Norwich Union have 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.

Norwich Union and Aviva'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.

Norwich Union is encouraging the nation to get behind athletics at all levels by supporting a local sporting initiative in their bid to win part of the £500,000 Community Sport Fund. For more information and to cast your vote visit [www.joinourteam.com](http://www.joinourteam.com).