



PRESS RELEASE

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13 athletes selected to join 'On Camp with Kelly'

13 new athletes, aged between 15 and 19, have been chosen to join Dame Kelly Holmes' exclusive mentoring initiative 'On Camp with Kelly'. The athletes, with their coaches and parents, were all invited to attend a Selection Day at the UK Athletics High Performance Centre in Birmingham following their excellent performances over 800m and 1500m in 2007.

At the Selection Day the athletes took part in determination challenges such as rope climbing and team activities such as transferring equipment across a 'lake' using floating mats. They also participated in a short circuit session, carried out a goal setting task and took part in a question and answer session. The athletes were assessed on their attitude and determination and their communication, leadership and teamwork skills by Kelly with the assistance of 'On Camp with Kelly' staff and UK Athletics Endurance Performance Coach Mick Woods.

The selected athletes will now attend a Norwich Union funded 'On Camp with Kelly' Educational Camp at Loughborough University from 1 to 10 April where they will learn all about what it takes to become a world class athlete.

Kelly said: "All the athletes selected for 'On Camp with Kelly' performed brilliantly at the Selection Day and I am very pleased to welcome them to the initiative. We already knew from their performances that they were talented young athletes so we were looking for evidence that they had a real desire to achieve and the attitude and determination to become world class international athletes."

Tanya Veingard, Head of Sponsorship at Norwich Union, said: "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. Our support of 'On Camp with Kelly' helps to nurture and develop talented girls into world class athletes that Britain can be proud of and we are delighted to welcome these new athletes to the scheme."

The 13 athletes selected to join 'On Camp with Kelly' are:

Kate Avery (Shildon Running & AC)
Jessica Burns (City of Plymouth AC)
Klachen Cheshire (Rotherham Harriers & AC / Hull Achilles AC)
Rowena Cole (Coventry Godiva Harriers)
Kirsty Hunter (Falkirk Victoria Harriers)
Katie Knowles (Bristol & West AC)
Leigh Lennon (Ribble Valley AC)
Ejiro Okoro (Birchfield Harriers)
Charlotte Purdue (Aldershot, Farnham & District AC)
Louise Small (Aldershot, Farnham & District AC)
Claire Tarplee (Solihull & Small Heath AC)
Heather Timmins (Warrington AC)
Laura Weightman (Morpeth Harriers & AC)

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.

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.

Originally there were eight girls who were given the opportunity to participate in the first OCWK Camp in South Africa in November 2004 and since then the number of talented athletes joining the initiative has grown to over 30. There have been regular Get-Together Weekends, Training/Educational Camps in Loughborough, Spain and Australia, as well as the opportunity to race in international meetings across the UK and Europe. The athletes also benefit from personal mentoring from Dame Kelly as well as medical and financial support. The structure of 'On Camp with Kelly' has recently been redefined in 2007 so each athlete has a clear idea of the benefits they can access while part of 'the initiative'.

For more information visit www.doublegold.co.uk/ocwk or www.norwichunion.com/oncampwithkelly

New website online in February – www.oncampwithkelly.co.uk

Norwich Union & UK Athletics

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 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.

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 £50,000 Community Sport Fund. For more information and to cast your vote visit www.joinourteam.com.