



PRESS RELEASE

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High Class 'On Camp with Kelly' race at Aviva London Grand Prix

A high quality 'On Camp with Kelly' invitation race will take place at the Aviva London Grand Prix at Crystal Palace on Saturday 25 July. Seven 'On Camp with Kelly' athletes will compete against three overseas athletes and one of the UK's other leading 800m runners. 'On Camp with Kelly', supported by Aviva since 2004, is double Olympic champion Dame Kelly Holmes' mentoring initiative for talented young middle distance athletes.

The annual IAAF Super Grand Prix is UK Athletics most prestigious televised meeting and the 'On Camp with Kelly' race provides the athletes with a unique opportunity to compete in a top class meeting in front of a large crowd.

The seven 'On Camp with Kelly' athletes in the race are:

Charlotte Best (Crawley AC & Loughborough Students), age 24, who set her personal best of 2:01.50 when winning the bronze medal at the 2007 World University Games. This year she has improved her 1500m best to 4:12.29 indoors and won a bronze medal at that distance at the Aviva UK Indoor Championships. She finished fifth over 800m at the recent Aviva World Trials and UK Championships.

Tara Bird (Woodford Green with Essex Ladies & Brunel University), age 22, who has improved her personal best to 2:03.00 this year and won the BUCS and England Under 23 800m titles. She was selected for the 4x400m squad at the European Athletics Indoor Championships and competed over 800m at the recent European Athletics Under 23 Championships. Indoors she won a bronze medal at the Aviva UK Indoor Championships and the BUCS 400m title.

Hannah Brooks (Crawley AC & Birmingham University), age 21, who has improved her personal best to 2:04.71 this year and won the bronze medal in the 1500m at the BUCS Championships. She was a finalist in the 800m at the European Athletics Junior Championships in 2007.

Danielle Christmas (Crawley AC & Loughborough Students), age 21, who has improved her personal best to 2:04.92 this season. She won silver in the 800m at the BUCS Championships and bronze at the Aviva England Under 23 Championships.

Rowena Cole (Coventry Godiva Harriers), age 17, who ran a brilliant race at the recent IAAF World Youth Championships to win a bronze medal and lower her 800m best for the fifth time this season to 2:03.80. She was a bronze medallist at the Aviva England Under 20 Championships and won English Schools 800m titles in 2007 and 2008.

Laura Finucane (Pendle AC & Loughborough Students), age 22, who has made a late start to her season after recovering from injury, clocking 2:04.30 in Solihull on 18 July. She was a finalist over 800m at both the European Athletics Under 23 Championships and the World University Games in 2007 and has a personal best of 2:01.35.

Emma Jackson (City of Stoke AC), age 21, who finished fifth in the 800m at the recent European Athletics Under 23 Championships after winning the silver medal at the Aviva England Under 23

Championships. She won a silver medal in the 800m at the European Athletics Junior Championships in 2007 and has a personal best of 2:01.95.

They are joined by another of the UK's leading 800m athletes:

Vicky Griffiths (Liverpool Harriers), age 24, who is the quickest in the field with her personal best of 2:00.49 set last year. She finished fourth at the recent Aviva World Trials and UK Championships after having taken the bronze medal last year. Indoors she won silver in the 800m at the Aviva UK Indoor Championships.

And three international athletes:

Annett Horna (Germany), age 21, who set a personal best of 2:03.46 at the recent European Athletics Under 23 Championships. She is this year's German indoor champion and won the silver medal at the German Championships outdoors.

Agnieszka Leszczynska (Poland), age 22, who set two new personal bests of 2:01.91 and 2:01.53 en route to winning the bronze medal at the recent European Athletics Under 23 Championships.

Machteld Mulder (Netherlands), age 20, who competed in the 800m at the recent European Athletics Under 23 Championships. She won bronze medals at the 2008 IAAF World Junior Championships and the 2007 European Athletics Junior Championships. She has a personal best of 2:02.05.

Dame Kelly said: "I am really looking forward to the 'On Camp with Kelly' race and hoping for some fast times from the OCWK athletes. 'On Camp with Kelly' is about giving athletes all the tools they need to achieve at the highest level in athletics and competing in a major televised meeting like this is another part of the learning process."

Tanya Veingard, Head of Sponsorship at Aviva, said: "We are committed to providing opportunities for young athletes and helping to make 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."

Four 'On Camp with Kelly' athletes will compete in other events at the Aviva London Grand Prix. Hannah England (Oxford City AC) will race in the 1500m and James Brewer (Cheltenham Harriers) and Ricky Stevenson (New Marske Harriers) in the mile in the main meeting programme and Suzi Boast (Bedford & County) will compete in the Under 20 3000m.

For more information about 'On Camp with Kelly', latest news and updates and full biographies of all the athletes go to www.uncampwithkelly.co.uk.

Notes to Editors

'On Camp with Kelly'

'On Camp with Kelly' (OCWK) was started by double Olympic champion Dame Kelly Holmes in January 2004 and with support and sponsorship from Aviva has grown from strength to strength. Over 60 athletes have been involved in the initiative to date.

Dame Kelly set up OCWK because she wanted to help talented young female middle distance athletes to achieve their dreams and to retain them in the sport. 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, funded by Aviva, and since then there have been regular Get-Togethers, 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 funded by Aviva.

For more information about 'On Camp with Kelly' visit www.uncampwithkelly.co.uk

Research

Aviva commissioned research by performance psychologist Dr Anna Waters, Chrianna Consultants Limited, to investigate the impact of the 'On Camp with Kelly' initiative and the positive role that mentoring can play in talent retention and development. The research showed that 'On Camp with Kelly' has had a significant impact on retaining female athletes in the sport in the late teenage years when drop out rates are traditionally high and has also led to improved performances in female middle distance running.

More information is available at http://www.uncampwithkelly.co.uk/news_detail.html?id=136

About Aviva

Aviva has been the team behind UK Athletics since 1999 and is committed to developing the sport at every level from the playground to the podium.

This year we'll have put on six world class athletics events on home soil and supported the Aviva GB & NI Team as they prepare for major championships. Through the Aviva UKA Academy it is anticipated that by 2012, we'll have given every child in the UK the opportunity to get involved in athletics.

Aviva is the world's fifth largest insurance group, serving 50 million customers across Europe, North America and Asia Pacific.

We are the largest insurance services provider in the UK and one of the leading providers of life and pension products in Europe.

For more information visit aviva.co.uk/athletics

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