



## **PRESS RELEASE**

**29 September 2010**

### **Dame Kelly Holmes to give future athletics stars the inside track in Delhi**

Seven talented British middle distance athletes, who are part of the Aviva-sponsored 'On Camp with Kelly' (OCWK) mentoring and education initiative, have been selected to take part in an exclusive educational camp at the Commonwealth Games in Delhi. The initiative, which has been supported by Aviva since 2004, is giving the young athletes the unique opportunity to experience this Commonwealth Games as part of their preparations for London 2012, Glasgow 2014 and future championships.

As well as benefiting from a 'behind the scenes' view of the Games with a visit to the Athletes' Village, the OCWK stars will experience the athletics action in the stadium and have the opportunity to see other OCWK athletes in action. Aviva's sponsorship has also made it possible for these talented young athletes to team up with their mentor to provide a once in a lifetime opportunity for some of India's young athletes to take part in a training master class and inspire the next generation of Indian middle distance runners.

Dame Kelly has always championed the importance of experiencing global sporting events first hand as part of an athlete's education. Rising 1500m star and OCWK athlete Hannah England, who has been selected to represent England in Delhi, was selected for a similar camp at the 2006 Games in Melbourne which has helped take her career to the next level.

The Commonwealth Games has certainly been an important event in Dame Kelly's remarkable career as she recorded her first major international title in the 1500m at the 1994 Games and added another gold in Manchester in 2002, before her legendary double gold performance at the Athens Olympics in 2004. She is now President of Commonwealth Games England.

With a group of top quality staff at their disposal, including 1998 Commonwealth Games medallist Anthony Whiteman, the 'On Camp with Kelly' athletes will be provided with the highest level of support while in Delhi. All the staff have been athletes or team managers at Olympics or Commonwealths, and will offer a real insight into the sacrifices and requirements needed to become an international athlete.

Dame Kelly said: "The Aviva-sponsored 'On Camp with Kelly' camp in Delhi will be a unique opportunity for the athletes to get behind the scenes experience at a major multi-sport event which will stand them in good stead for competing in major events in the future. They all have their eyes on the Olympics in London in 2012 and the Commonwealth Games in Glasgow in 2014. I am looking forward to passing on my experiences of the Commonwealths to the group as well as supporting the OCWK athletes competing in the stadium."

After her experience in Melbourne, Hannah England is in no doubt that the young athletes will benefit from the trip and explained: "The 'On Camp with Kelly' educational camp in Melbourne was a fantastic opportunity for me to see what it takes to compete at a major multi-sport event. It was a real eye-opener taking in the atmosphere, seeing the stadium, visiting the Athletes' Village and rubbing shoulders with some of the best athletes in the world. The camp definitely gave me the

extra drive and hunger to compete at that level and there's no doubt I'm now better prepared to deal with the pressures that come with it."

For more information about 'On Camp with Kelly' and latest news and updates go to [www.uncampwithkelly.co.uk](http://www.uncampwithkelly.co.uk)

To follow the athletes' progress, become a fan on Facebook at [www.Facebook.com/avivaathletics](http://www.Facebook.com/avivaathletics)

**ENDS**

#### **NOTES TO EDITORS**

Athletes taking part in the 'On Camp with Kelly' camp on 5-12 October are Charlotte Best (25), Dani Christmas (22), Rowena Cole (18), Vicky Griffiths (25), Leigh Lennon (19), Emma Pallant (21) and Louise Small (18). Charlotte and Dani have been part of 'On Camp with Kelly' since it began in 2004, with Dani one of eight athletes selected to take part in the first education and training camp with Dame Kelly in South Africa in the autumn of that year. Emma joined in 2005 while Rowena, Leigh and Louise were part of the 2008 intake. Vicky is one of the most recent athletes to join the initiative in February this year.

OCWK athletes Andrew Osagie (800m), Emma Jackson (800m), Hannah England (800m & 1500m) and Charlotte Purdue (5000m & 10,000m) have all been selected to run for England at the Commonwealth Games in Delhi.

#### **'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. Since 2008 15 talented young male athletes have also been involved in the initiative.

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 camps in Melbourne during the 2006 Commonwealth Games and at the GB Team Preparation Camp in Portugal and the IAAF World Championships in Berlin in 2009. OCWK athletes also have the opportunity to race in international meetings across the UK and Europe and 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](http://www.uncampwithkelly.co.uk)

#### **About Aviva**

Aviva are proud to have been the No. 1 sponsor of UKA since 1999 and are committed to developing the sport at every level, from playground to podium.

In 2010 we will have hosted six world class athletics events on home soil and have helped and supported the Aviva GB & NI junior, senior and paralympic teams as they prepare for all major events and championships. Through the Aviva UKA Academy, it is anticipated that by 2012 we will 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 on our athletics sponsorship please visit [www.aviva.co.uk/athletics](http://www.aviva.co.uk/athletics)

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