



PRESS RELEASE

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'On Camp with Kelly' athletes succeed as seniors

A number of 'On Camp with Kelly' athletes have made the breakthrough into senior ranks over the last year to the delight of their mentor, double Olympic champion Dame Kelly Holmes.

When Dame Kelly started 'On Camp with Kelly', supported by Aviva, in early 2004 one of her main aims was to help talented junior athletes make a successful transition to senior ranks and she is now seeing her efforts come to fruition.

All three of the female middle distance representatives in the Aviva Great Britain and Northern Ireland Team for the Spar European Team Championships in Bergen, Norway, on 19-20 June were 'On Camp with Kelly' athletes – Hannah England finished second in the 1500m, Emma Jackson fourth in the 800m and Emma Pallant seventh in the 3000m. Both Emmas were making the debut for the Aviva GB & NI senior team, while Hannah made a big break through at last year's European Team Championships when she finished fourth in both the 1500m and 800m, running under two minutes for 800m for the first time.

In addition Charlotte Best was selected for the 2010 IAAF World Indoor Championships as well as Andrew Osagie and Ed Aston, two of the male athletes who are part of 'On Camp with Kelly'. In 2009 Hannah England and Tara Bird were selected for the European Athletics Indoor Championships and James Brewer reached the 1500m semi final at the IAAF World Championships.

Dame Kelly Holmes said: "I am delighted to see three 'On Camp with Kelly' athletes in the Aviva GB & NI team for the European Team Championships and other members of the initiative making the move into the GB senior team. When I started 'On Camp with Kelly' in 2004, with the support of Aviva, I really believed that I had a lot to pass on and could help young athletes develop into successful seniors and it's brilliant to see this come to fruition. The mentoring and education the athletes have received through 'On Camp with Kelly' has helped them to achieve this together with the hard work they put in on a day-to-day basis with their coaches."

The athletes are quick to praise the impact that Dame Kelly and the 'On Camp with Kelly' initiative has had on their development as athletes.

Emma Pallant says: "Moving up from juniors to seniors is a difficult transition to make and having the benefit of Kelly's mentoring has helped me so much by making me more prepared for what to expect. 'On Camp with Kelly' has encouraged me through hard times and for this I am very grateful. Making my senior debut is a big honour and a really important step for me and I now want to be making senior teams regularly and am sure the support from 'On Camp with Kelly' will continue to aid me on this journey."

Emma Jackson adds: "It has been a difficult couple of years for me since I moved out of the junior ranks as I went from being number one to competing against athletes running sub two minutes regularly. I finally feel strong enough, physically and mentally, to get amongst them and a big factor in that has been the help from 'On Camp with Kelly'. Kelly warned me that the transition from juniors to seniors would be hard and without these words of advice I might have lost faith in my abilities when I didn't run a personal best for three years. 'On Camp with Kelly' continued to support me and

has given me so much advice on nutrition, rehabilitation and psychology which has helped me to get stronger and now I am reaping the rewards with my first senior international vest."

Another athlete who has benefited immensely from 'On Camp with Kelly' is NCAA 1500m champion Charlotte Browning who after producing sensational performances as a 15-year-old in 2003 did not improve on the times she set that season until last year. She credits 'On Camp with Kelly' as being a crucial factor in keeping her in the sport.

Charlotte says: "Initiatives like 'On Camp with Kelly' are so crucial to young athletes. It has supported me as an athlete since 2004, particularly through the low times. Just getting advice and learning so much from Kelly made me realise that I want to give it all I have to succeed."

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. 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

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 disability 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

For more information about Aviva's support of athletics please contact Steph Burke at Hill & Knowlton on 0207 413 3000 or sburke@hillandknowlton.com