

PRESS RELEASE

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'On Camp with Kelly' Athletes visit London 2012 Olympic Stadium with Chair Sebastian Coe

Twenty-six talented young middle distance athletes who are part of Dame Kelly Holmes' mentoring and education initiative 'On Camp with Kelly', today benefited from a fantastic opportunity to visit the Olympic Park in Stratford. Seb Coe, Chair of the London Organising Committee of the Olympic Games and Paralympic Games, led a tour of the Olympic Stadium, the venue at which the athletes aspire to compete in two years time.

The 'On Camp with Kelly' athletes were taken on a bus tour of the Olympic Park, taking in venues such as the Velodrome, Athletes' Village and Aquatics Centre as well as the Stadium tour with Seb Coe. Along with Dame Kelly, he was able to provide a unique insight into competing and winning at an Olympic Games.

The athletes taking part in the visit included; two former medallists at the IAAF World Youth Championships, Rowena Cole from Coventry and Alison Leonard from Lancashire; and this year's leading female Under 20 1500m runner in the UK, Laura Weightman from Northumberland.

Dame Kelly said: "'On Camp with Kelly' aims to give young athletes the tools they need to help them achieve in their athletics careers. The visit to the Olympic Park is a unique opportunity for them to gain an insight into what it will be like to compete here in two years time and ask questions of those responsible for organising the London 2012 Games. A number of 'On Camp with Kelly' athletes will be aiming to compete at the Games, while for others this is a really amazing inspiration to spur them on in their efforts to compete future Championships and the 2016 Olympic Games. I look forward to being in the stadium to cheer them on."

The Olympic Stadium will host track and field events during the Games in addition to the opening and closing ceremonies. It is scheduled to complete next year ready for test events. The roof is finished – meaning two third of spectators will be sheltered – and work is currently underway on the field of play. Athletes were given access into the inner workings of the stadium on the day and visited some of the 700 rooms and call track beneath the seating stands.

Dame Kelly began her 'On Camp with Kelly' mentoring and education initiative in 2004 as she wanted to help the next generation of British middle distance athletes to fulfil their potential. Eight athletes were selected by Kelly to take part in the first education and training camp in South Africa in autumn 2004, and since then the initiative has gone from strength to strength and there are now 60 athletes who are part of the initiative.

For more information about 'On Camp with Kelly' and latest news and updates go to www.oncampwithkelly.co.uk

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Notes to Editors

About 'On Camp with Kelly'

'On Camp with Kelly' (OCWK) was started by double Olympic champion Dame Kelly Holmes in January 2004 and since then 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, all funded by Aviva.

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

For more information about 'On Camp with Kelly' please contact Steph Burke on 0207 413 3084, sburke@hillandknowlton.com