

## News release



6 July 2011

### **'ON CAMP WITH KELLY' ATHLETES RACE AT AVIVA BIRMINGHAM GRAND PRIX**

A high quality 'On Camp with Kelly' 800m invitation race will take place at the Aviva Birmingham Grand Prix at the Alexander Stadium on Sunday 10 July. Three 'On Camp with Kelly' athletes will compete against two specially invited overseas athletes and two of the UK's other leading 800m runners to provide them with extra competition.

'On Camp with Kelly', supported by Aviva since 2004, is double Olympic champion Dame Kelly Holmes' mentoring and education initiative for talented young middle distance athletes.

The Aviva Birmingham Grand Prix is part of the IAAF's prestigious Diamond League series 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 three 'On Camp with Kelly' athletes in the race are:

**Tara Bird** (Woodford Green with Essex Ladies, coach Ayo Falola), age 23, who set her personal best of 2:03.00 when winning the England Under 23 title in 2009. She is also an accomplished 400m runner with a personal best of 53.83 and was selected for the Aviva GB&NI Team 4x400m squad for the 2009 European Athletics Indoor Championships. She has a season's best of 2:05.16.

**Rowena Cole** (Coventry Godiva Harriers, coach Norma Pugh), age 19, who set her personal best of 2:03.83 when winning the bronze medal at the 2009 IAAF World Youth Championships. She won the England Under 20 800m title on 25 June and will be using

this race as part of her preparation for the European Athletics Junior Championships on 21-24 July. Her season's best is 2:05.74.

**Alison Leonard** (Blackburn Harriers & Birmingham University, coach Arthur Almond), age 21, who had an excellent junior international career, winning a silver medal in the 800m at the 2007 IAAF World Youth Championships and finishing fourth at the 2008 IAAF World Junior Championships and 2009 European Athletics Junior Championships. She set her personal best of 2:01.89 last year and has a season's best of 2:04.22

They will compete against two overseas athletes:

**Eleni Filandra** (Greece), age 27, who set her personal best of 2:00.88 in her heat at last year's European Athletics Championships. She competed at the European Athletics Indoor Championships earlier this year and has a season's best of 2:02.50.

**Annett Horna** (Germany), age 24, who has improved her personal bests for 800m and 1500m both indoors and out this year. Her current 800m best is 2:02.29.

And two of the UK's other leading 800m runners:

**Claire Gibson** (Kilbarchan AAC, coach Derek Parkrt), age 28, who is a multiple Scottish 800m champion and set her personal best of 2:01.34 in 2009. Her season's best is 2:04.16.

**Karen Harewood** (Corby AC, coach Charles McConnell), age 35, who made a big breakthrough in 2006 when she clocked her personal best of 2:00.53 indoors and won the silver medal at the UK Indoor Championships. Her season's best is 2:04.43.

The pacemaker is another of the UK's leading 800m athletes – **Celia Taylor** (Coventry Godiva Harriers, coach Dick Taylor).

Dame Kelly said: "I am looking forward to a good quality '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."

Heather Smith, Head of Sponsorship & CR at Aviva, said: "We are committed to providing opportunities for young athletes and helping to make it easier for them to achieve their

dreams. Aviva's sponsorship of '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 races in the main meeting programme at the Aviva Birmingham Grand Prix. **Emma Jackson** (City of Stoke), who has improved her personal best to 2:00.24 this year, and **Charlotte Best**, who will be chasing the qualifying time of 2:02.00 for the World University Games, will compete in the 800m. Reigning UK 1500m champion **Hannah England** (Oxford City AC) will compete at that distance in her second race of the outdoor season along with **Stacey Smith** (Gateshead Harriers) ahead of her departure for the European Athletics Under 23 Championships.

**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](http://www.uncampwithkelly.co.uk).**

**- Ends -**

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

#### **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 some 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, educational camps at the Commonwealth Games in Melbourne in 2006 and Delhi in 2010 and at the Aviva 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)

## Aviva

Aviva has been supporting British athletes since 1999 and is helping pave the way for their success by hosting six world class athletics events on home soil – the Aviva Series, supporting the Aviva GB & NI junior, senior and Paralympics teams as they prepare for all major championships. Through the Aviva Athletics Academy, we are also providing the opportunity for the next generation to get involved in athletics. The Aviva Athletics Academy is a fresh new approach to grassroots sport, designed to give every child in the country the opportunity to get involved in athletics by 2012, creating a long-term legacy for the sport, helping the next generation to stay healthy and active and hopefully unearthing even more champions along the way. The activity ranges from teacher training tools to inter schools competitions, disability sport recruitment and after school and summer holiday programmes.

To find out more about Aviva's Athletics sponsorship visit [www.aviva.co.uk/athletics](http://www.aviva.co.uk/athletics)  
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Aviva is the world's sixth largest\* insurance group. We provide more than 53 million customers with insurance, savings and investment products with total worldwide sales in 2010 of £47.1 billion\*\*.

We are the UK's largest insurer with 19 million customers and one in three households has a relationship with us. Our combination of life, health and general insurance, together with motoring services from RAC, is unique in its scale and breadth in the UK market. Customers can choose to buy our products through intermediaries, our corporate partners or from Aviva direct and we have become the partner of choice for many of the UK's biggest organisations.

We are ranked as one of the UK's top ten most valuable brands and Aviva Plc are in the top 10% of socially responsible companies globally in the Dow Jones Sustainability World Index. In 2010 we invested £4.3m into our communities in the UK, which included 1,500 Aviva volunteers giving 24,000 hours for good causes. In addition, our employees gave £600,000 through fundraising and donating. Read our corporate responsibility report at [www.aviva.com/2010cr](http://www.aviva.com/2010cr).

Aviva is working in partnership with Railway Children through the Aviva Street to School programme to get children living or working on UK streets back into everyday life. Find out more at [www.aviva.co.uk/street-to-school](http://www.aviva.co.uk/street-to-school).

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*\*based on gross worldwide premiums at 31 December 2009.*

*\*\*at 31 December 2010.*

