



PRESS RELEASE

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OCWK Athletes and Coaches recognised with Achievement Awards

Five 'On Camp with Kelly' athletes and their coaches were recognised with Achievement Awards at The Daily Telegraph and Aviva School Sport Matters Awards Ceremony at Chelsea Football Club's home Stamford Bridge in London on Tuesday 6 October. 'On Camp with Kelly' is double Olympic champion Dame Kelly Holmes' mentoring and education initiative for talented young middle distance athletes, supported by Aviva.

The 'On Camp with Kelly' Outstanding Achievement Awards were presented to Kate Avery, Rowena Cole, Simon Horsfield, Charlotte Purdue and Louise Small for their medal winning performances at international age group championships in 2009.

Kate Avery (17), from Newton Aycliffe in County Durham, won the silver medal in the 3000m at the European Athletics Junior Championships. Her time of 9:13.68 places her top of the 2009 UK Under 20 rankings and second on the European rankings and she also set personal bests for 800m, 1500m and 5000m in 2009. In March she finished 25th at the IAAF World Junior Cross Country Championships. Her coach **Bob Ashwood** receives a Coaching Achievement Award.

Rowena Cole (17), from Coventry, performed brilliantly at the IAAF World Youth Championships to win a bronze medal in the 800m in a new personal best time of 2:03.83. She set no less than five personal bests for 800m in 2009, improving by over three seconds, and won a bronze medal at the Aviva England Under 20 Championships. Her coach **Norma Pugh** receives a Coaching Achievement Award.

Simon Horsfield (19), from Manchester, took the bronze medal in the 1500m at the European Athletics Junior Championships. He has improved his personal bests for 800m, 1500m and 3000m this season, with his 1500m time of 3:41.77 placing him ninth on the UK Under 20 all-time list. He won the 1500m title at the Aviva England Under 20 Championships.

Charlotte Purdue (18), from Hook in Hampshire, won the silver medal in the 5000m at the European Athletics Junior Championships. She also won 5000m silver at the Aviva UK Championships for seniors and her best time for the distance of 15:49.25 ranks her fifth on the UK Under 20 all-time list. She ran the second quickest ever 10,000m by a GB Junior athlete (3:33.24), improved her 1500m and 3000m bests and took gold in the 3000m at the Aviva English Schools Championships. In March she finished 14th at the IAAF World Junior Cross Country Championships.

Louise Small (17), from Bentley in Hampshire, was the bronze medallist in the 3000m at the European Athletics Junior Championships. Her time of 9:15.47 places her second on the 2009 UK Under 20 rankings and third on the European rankings and she also improved her bests for 800m, 1500m and 5000m. She competed at the IAAF World Youth Championships where she finished fifth in the 1500m final.

Mick Woods receives the 'On Camp with Kelly' Coach of the Year Award in recognition of his work with Simon Horsfield, Charlotte Purdue, Louise Small and a number of other 'On Camp with Kelly' athletes at Aldershot, Farnham and District and St Mary's University College in Twickenham.

James Brewer (21), from Cheltenham, who was unable to attend the awards ceremony, has also been recognised with an Outstanding Achievement Award, for winning the silver medal in the 1500m at the European Athletics Under 23 Championships. He was also selected for the IAAF World Championships where he improved his personal best by two seconds to 3:37.17 and narrowly missed out on a place in the final. His coach **Craig Winrow** receives a Coaching Achievement Award.

The following athletes receive Excellent Achievement Awards in recognition of their selection for the Aviva GB & NI Team in 2009:

Tara Bird (22) from Woodford Green
Hannah England (22) from Oxford
David Forrester (19) from Wigan
Emma Jackson (21) from Stoke
Leigh Lennon (18) from Accrington
Alison Leonard (19) from Chorley
Ross Murray (18) from Newcastle
Andrew Osagie (21) from Harlow
Emma Pallant (20) from Farnham
Stacey Smith (19) from Prudhoe
Ricky Stevenson (20) from Saltburn-by-the-Sea

Dame Kelly said: "It is fantastic to present so many 'On Camp with Kelly' awards as it shows the success of the athletes who are part of the initiative. I am also pleased to recognise the hard work of their coaches who give up their own personal time to help the athletes be the best they can be. All the athletes receiving awards have had excellent seasons and they would not have been able to do achieve what they have without the support of their coaches and families and the investment of Aviva into the 'On Camp with Kelly' initiative."

Sue Belmont, Head of Advertising & Media at Aviva, said: "'On Camp with Kelly' is a scheme that we are proud to have supported from the beginning, and the Achievement Awards are a great way of recognising the successes of some of the athletes involved. It is our hope that with our support and Dame Kelly's mentoring and advice, these athletes will develop into world class performers."

ENDS

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, 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, as well as the opportunity to race in international meetings across the UK and Europe. The athletes 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

School Sport Matters

Aviva has supported the Daily Telegraph School Sport Matters campaign for five years, and each year the campaign culminates in an awards ceremony at a sporting location [in previous years, Arsenal Stadium, Lord's Cricket Ground and Twickenham]. The awards showcase and celebrate exemplary practice in school sport over the last school year (2008 - 2009) and represent an opportunity for Aviva to further reinforce its commitment to sport and athletics at all levels in the UK.

The awards ceremony will be attended by 150 schoolchildren, teachers and high profile figures from the world of politics and sport. The awards this year will be hosted by Sally Gunnell and James Cracknell.

Eleven categories of School Sports Matters Awards will be presented this year

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

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