

News release



11 July 2011

DAME KELLY HOLMES HOSTS TRAINING SESSION FOR KENT ATHLETES

Double Olympic champion Dame Kelly Holmes will be at Tonbridge School on Tuesday 19 July to host a training and education session for young middle distance athletes, assisted by athletes from her Aviva sponsored 'On Camp with Kelly' mentoring and education initiative.

100 young athletes aged 11-18 from local athletics clubs and schools will attend the session, including some from Dame Kelly's old school, Hugh Christie Technology College, with her former PE teacher Debbie Page. After a successful event held for 60 youngsters in July 2010 even more young Kent athletes will be able to benefit from the expertise of Dame Kelly and the 'On Camp with Kelly' athletes this year and will take part in running, drills and core stability sessions under their guidance.

The event is part of an Aviva sponsored five day training camp for a number of the 'On Camp with Kelly' athletes at the excellent sports facilities at Tonbridge School, where Dame Kelly herself used to train. As part of their personal development through the initiative, the athletes have completed a UK Athletics Coaching Assistant qualification and will be able to put their new skills into practice by devising and running the training session and mentoring the next generation under the guidance of Dame Kelly.

Dame Kelly said: "I believe that it is very important that the athletes I mentor with the support of Aviva through 'On Camp with Kelly' give something back to the sport and pass on their knowledge to the next generation of athletes as I have done with them. They have experienced many of same things as these young athletes will go through as they progress from school, to junior and then to senior athletics. I am very pleased to invite some of the 'On Camp with Kelly' athletes to train in my home town and that they are able to assist local young athletes. I would like to thank Tonbridge School and Tonbridge AC for their support."

Heather Smith, Head of Sponsorship & CR at Aviva, said: "We're proud of our longstanding relationship with British athletics, and through our sponsorship of 'On Camp with Kelly' we have already seen an improvement in performances of the talented athletes involved in the scheme. It's great to see them now pass on their experiences and knowledge to even more young athletes, and, under the careful guidance of Kelly, really help pave the way for the next generation of champions."

Dame Kelly began her 'On Camp with Kelly' mentoring and education initiative in 2004, with the support of Aviva, 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 with many of the athletes developing into successful senior athletes.

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

- 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. 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

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
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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.

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

***at 31 December 2010.*

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

