

Media Release
Embargoed to 12 February 2009



MICHAEL CAMPBELL FOUNDATION PARTNERS WITH MILLENNIUM FOUNDATION TO INSPIRE KIDS TO BE THE BEST THEY CAN BE

The Michael Campbell Foundation and the Millennium Institute of Sport and Health are celebrating a new partnership which seeks to help young people identify and develop their underlying talents.

The partnership is one of three initiatives to be supported by the Michael Campbell Foundation which aims to inspire young people to be the best they can be.

Michael Campbell received a warm welcome at the Millennium Institute of Sport and Health today when he met some of the young athletes participating in the Institute's Long Term Athlete Development (LTAD) programme, including two young North Shore athletes, Tyler Hamlin and Michaela Sokolich-Beatson.

Sixteen year old Tyler has been attending the LTAD programme for the nearly five years and has recently been selected into the NZ Beach Volleyball under 17 squad. He is determined and focused, and wants to represent NZ at the Olympics in beach volleyball.

Twelve year old Michaela has been in the LTAD programme since February 2007, and plays representative level hockey and netball. She also went to Australia for the Trans-Tasman Athletics meet, representing the Bays Cougars Athletics Club which is based at the Millennium Institute.

Michael Campbell said: "The young people involved in the LTAD programme are some of the best in New Zealand. Through the Foundation, we want to see more of our kids realising their dreams and being the best they can be. To do this, we need to increase the participation base and give more Kiwi kids the chance to develop their underlying talent and interests."

The Michael Campbell Foundation is based on a unique three-tier Talent Pyramid which provides the complete pathway to helping young New Zealanders to reach their full potential.

1. The first component of the Talent Pyramid, Basic Principles, is focused on encouraging healthy lifestyles so that more children are capable of 'joining the game'.
2. The second component, Discovering Talent, removes obstacles and inspires the identification and development of ability.
3. The third component, Nurturing Excellence, is about realising ambition and is targeted at high performers.

The Michael Campbell Foundation has selected and established partnerships with three organisations with similar goals and vision – the Heart Foundation and its Jump Rope for Heart initiative, the Millennium Institute and the FUEL programme and New Zealand Golf's High Performance programme.

The FUEL programme has been developed to increase sustained participation in sports amongst 10 to 13 year olds, as well as identify exceptional talent to participate in an extension programme.

Michael Campbell said: "FUEL is an excellent initiative built on the knowledge that if children between the ages of 9 and 12 years can identify and pursue their talent during these formative years, the chances of long term success are greater."

FUEL was developed by the Millennium Institute of Sport and Health and will be piloted in five schools this year, including Michael's past school, Titahi Bay Intermediate. It is designed to develop all-round sporting abilities and promote a wider range of skills and activities. It is based on health and sports science principles, teaches activity based on individual growth and is fun and enjoyable.

Michael Campbell commented: "The Millennium Institute is a world class centre of excellence in sports, health and fitness and we are very pleased to be able to support the FUEL initiative through the Michael Campbell Foundation.

"We are hoping that with additional funding, we will be able to roll the FUEL programme out to a greater number of schools around New Zealand, with more children provided with the opportunity to develop their underlying talents and skills."

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Released on behalf of the Michael Campbell Foundation by Jackie Ellis, spice communications group tel 09 360 8500.

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EVENT DETAILS: MICHAEL CAMPBELL VISIT TO THE MILLENNIUM INSTITUTE

Date: Thursday 12 February 9am to 1030am

Venue: Millennium Institute of Sport and Health

Activity: 930am Tour of Millennium Institute
945 to 1030am LTAD Demonstration