

**MEDIA RELEASE**

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**MICHAEL CAMPBELL INSPIRES KIDS DURING VISIT TO TITAHİ BAY SCHOOL**

**Announcing the Michael Campbell Foundation mission - Inspiring young people to be the best they can be**

Top golfer, Michael Campbell, knows what it's like to stand as a winner on the world stage, and now he's helping Kiwi kids achieve their own dreams of international success through the Michael Campbell Foundation.

Michael was at Titahi Bay Intermediate today, his old school, to launch the new FUEL programme in conjunction with the Millennium Institute of Sport and Health, the first of three initiatives to be supported by the Michael Campbell Foundation which aims to inspire young people to be the best they can be.

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

Michael Campbell said: "We want to see our kids realising their dreams and achieving success with more New Zealand-grown talent dominating the world stage. 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 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 run in five schools this year, including 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."

Millennium Institute CEO Mike Stanley is very enthusiastic about the partnership with Michael Campbell Foundation and the FUEL programme.

"The aim of FUEL is to encourage our children to be more active and to play sport for their own enjoyment, health and fulfilment. At the same time we are confident that the programme will encourage those who have talent to further explore and develop their potential, not only as children but right through to adulthood.

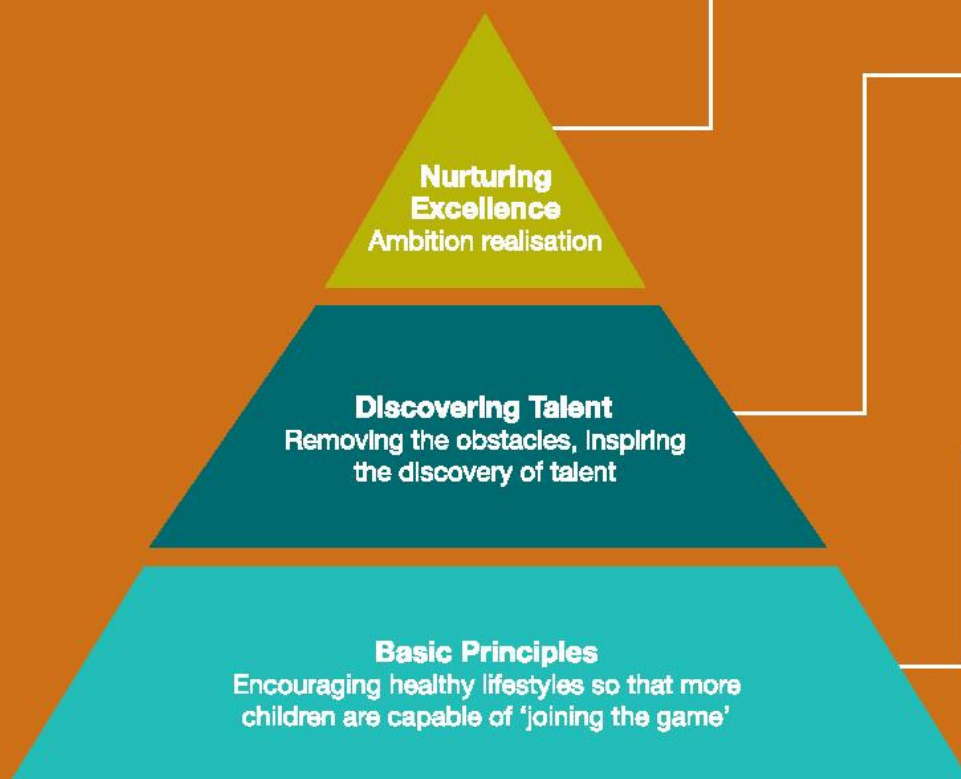
"The Michael Campbell Foundation shares our vision to help New Zealanders be the best they can be. We are very pleased to be working in partnership with them on such a valuable project."

**ENDS**

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# the talent pyramid



From a growing base of developing talent, identify elite performers. Provide inspiration and education to assist these young people with the realisation of their dreams.

Provide motivation and infrastructure to ensure more children pursue and develop their talent.

Reduce 'talent wastage' by helping children with the necessary 'building blocks' for success.

