



Be There with Team 2012

Team 2012 launches public fundraising appeal

Team 2012, presented by Visa, has launched 'Be There with Team 2012', a public fundraising appeal to raise £2 million.

Team 2012 is the official fundraising programme for over 1,200 British athletes striving to be selected for Team GB and ParalympicsGB at London 2012. With the aim of raising up to £25m overall, funds are invested in key areas including coaching, travel to competitions, medical support, sports psychology and kit and equipment.

The funds raised will be invested in a world class programme of support which will help ensure that British athletes are the best prepared, best equipped, best supported and most ambitious group of elite sportsmen and women possible at London 2012 and ultimately win more medals from more sports.

'Be There with Team 2012' is encouraging members of the public to get behind and support Team 2012 athletes. Donations of all amounts are being accepted and welcomed on the website www.team-2012.com up until the end of the year. And between 10 October and 27 November, anyone who donates over £5 and answers a competition question will be in with a chance of winning tickets to the Olympic Games or Paralympic Games next year.

Members of the public will be directed to the website with the support from the Team 2012 Appeal radio partners Heart, Capital FM, LBC 97.3, Gold and Choice FM.

A major national text-to-win-tickets promotion is being run in conjunction with the Team 2012 Appeal newspaper partners The Sun, The Times and the Sunday Times, with support from BT as official Olympics and Paralympics partner. The public will be able enter daily competitions to win London 2012 tickets by text in November. All profits will go to the Team 2012 fundraising appeal.

In addition, Team 2012 supporting partner, adidas, has produced a limited edition run of 250 Team 2012 trainers to support British athletes, which will go on sale in late October. All proceeds raised from the trainers sale will go to Team 2012. And two lucky buyers will also be given the opportunity to go to either the Olympic or Paralympic Games next year.

Jessica Ennis, 2009 heptathlon world champion, said: "The funds raised by Team 2012 are absolutely essential. The £2 million we aim to raise through 'Be There with Team 2012' represents a critical sum we need as athletes to get a final boost as we prepare to represent our country at London 2012.

"Every pound really will make a difference to Team 2012 athletes. I know from personal experience how fine the margins are in elite sport, and the money raised will help the British teams prepare to



the best of their ability and make the most of the once-in-a-lifetime opportunity of competing at a home Games.”

Sir Matthew Pinsent, four-time Olympic gold medallist and Chairman of the Team 2012 Fundraising Appeal, said: “Team 2012 provides our Olympic and Paralympic hopefuls with unrivalled support as they prepare ahead of the Games. Since I was competing, the international sporting landscape has changed significantly, with more nations than ever before capable of winning major medals.

“To excel amidst the most talented and competitive field of athletes the world has ever seen, our athletes will have to train for thousands of hours, compete at national and international championships and have access to the best facilities and staff. All of this requires funding, and with support from the public they can be in the best shape to win more medals across more sports at London 2012.”

To donate and be in with a chance of winning tickets to London 2012, visit the re-launched Team 2012 website at www.team-2012.com

Team 2012 is the official support programme for British athletes striving to be selected for Team GB and ParalympicsGB in 2012.

Presented by Visa, it helps to raise funds to support over 1,200 athletes who are in training to be selected for the Olympic and Paralympic teams which will represent Great Britain & Northern Ireland at the London 2012 Games.

Team 2012 has already raised over £15m of its target of up to £25m to help provide the support and expertise our athletes crucially need at the most critical stage in their preparation to succeed in 2012.

Team 2012 funding is split across two broad categories:

1. Enhanced support for athletes

Funds raised by Team 2012 are primarily invested in five key areas across 47 different Olympic and Paralympic sporting disciplines:

- Coaching and management
- International travel to both compete and train abroad
- Medical support including sports psychology, physiotherapy, nutrition advice and intensive rehabilitation
- Facilities
- Kit and equipment

2. Home Games Preparation

Approximately 70% of the athletes who are selected for Our Greatest Team will never have been to an Olympic or Paralympic Games before and none of them will have competed in a Home Games. The pressure on every athlete to perform successfully at any Olympics or Paralympics is immense, especially when on home soil.



Preparation camps will help to prepare each of our athletes for a unique experience in London 2012. The majority of athletes who are finally selected to compete as part of Team GB and ParalympicsGB will be brought together in one location for each team to acclimatise and complete their final preparations just prior to the Games next year.

The money raised by Team 2012 is helping to create the best prepared teams possible for London 2012, and ensure that British athletes win more medals across more sports at the Olympic and Paralympic Games.

For more information visit www.team-2012.com